



Why a Customer Experience Program is More Powerful Than Mystery Shopping



Many businesses today are still using mystery shopping techniques to monitor their consumer metrics—such as the quality of their products and their level of service. While mystery shopping is a standard approach to assessing quality, it falls short when considering the customer experience as a whole.

Depending on the number of locations and visits, mystery shopping expenses can accumulate over time, especially when conducted through a third party.

When you factor in other shortcomings that can potentially invalidate a mystery shopper assessment, having this technique as your standalone customer experience improvement strategy is a financial risk not worth taking.

If you're trying to convince your business that it's time to move beyond mystery shopping, we have three reasons why it shouldn't be your stand-alone CX strategy.

A CX Program Enables Instant Action

Actionable reports based on mystery shopping are produced monthly, but being able to assess your customer experience in real time is crucial.

For example, if an employee isn't immediately made aware of the areas in which they could improve, there's a high chance that they will repeat bad behaviors. While you wait for your monthly mystery

shop report, you will be risking more dissatisfied customers and possibly customer churn.

The InMoment Platform gives you the ability to assess your customer experience in real time. Real-time survey responses, analytics, reporting, and alerts (via mobile push notifications, text, email, and dashboard) ensure that you receive the information you need to make positive change immediately.



"Three years ago we started a customer feedback program. We were previously with a different company but it was a bit clunky, we weren't getting the insight we wanted out of it. At that time we were only running mystery customers at a few bars and we really wanted to start getting the feedback and insights."

—REVOLUTION BARS GROUP PLC

A CX Program Benefits Your Entire Organization



In addition to having actionable and more accurate feedback in real time, a CX program benefits more than just your store locations. It provides information that can be used across your whole organization.

The XI Platform customizes the intelligence users receive, ensuring everyone gets the relevant insights they need to support their roles.

- **Executives:** Adds more insights for executives on the overall performance of the organization.

- **Operations:** Compares stores by operational department via benchmarking.
- **Marketing:** Marketing can drive advocacy through social media from satisfied customers.
- **HR:** A high volume of feedback allows HR to differentiate between individual performance and systemic issues among employees.

“The insights tell us which elements of our customers’ experiences encourage or get in the way of a long-term relationship with our brand. With that information, we know exactly where and how to invest resources to both fix problems, and proactively create environments that build loyalty over time. maurices has always placed the customer at the heart of what we do, and that makes this type of intelligence invaluable to our business.”

—maurices

A Holistic CX Program Increases Your Bottom Line

The intelligence you gain from a CX program is not only faster and more widespread than that gained from mystery shopping, but its holistic nature also means that you can take actions that increase your bottom line. Here are just a few ways that a great CX program pays—literally:



RESCUING CUSTOMERS

Closing the loop (or resolving customer complaints) helps you to retain at-risk customers, which in turn helps you rescue at-risk revenue. And, because a CX program allows you to resolve customer complaints as soon as they come in, you can rescue quite a bit of revenue. For example, one InMoment client implemented a closed-loop system that helped them identify nearly \$23 million in potential revenue!



MORE NEW CUSTOMERS

Great experiences turn customers into advocates, who then turn their friends and family into customers. How? Word of mouth! In fact, Forrester reports that word of mouth from happier customers accounts for about 3% of total CX-fueled revenue potential in most industries.



HIGHER SALES POTENTIAL

According to Forrester, customers will pay for great experiences: customers who have great experiences with a brand are more likely to spend even more money with that brand—3.6 times more likely, to be exact. With the right CX program in place, you can constantly optimize and innovate customer experiences.

Take It to the Next Level with a CX Program



Mystery shopping is a proven and standard audit process. That being said, it fails to capture all aspects of the customer experience.

The intelligence you derive from a CX program is much more relevant, actionable, and full of context, enabling you to actually “know your customer” and give yourself an advantage over the competition.

Want to learn more about how a CX program can help you revolutionize your business? Contact one of our CX strategists today at www.inmoment.com/demo

About InMoment

InMoment™ is the leader in Experience Intelligence (XI), transforming metrics into meaning to drive high-value business decisions and relationships with both customers and employees. The company's cloud-native XI Platform is engineered with data science at the core, and specifically architected to harness intelligence from across the entire experience ecosystem to deliver clear business value. The platform features three clouds that all work seamlessly together to give companies a comprehensive understanding of the most important factors impacting their bottom lines, including: Customer Experience (CX) Cloud, Employee Experience (EX) Cloud, and Market Experience (MX) Cloud. InMoment's approach of providing strategic technical, best practice and thought leadership support ensures that our nearly 500 brands across 95 countries realize maximum business impact.