

THE ROI BEHIND

MYSTERY SHOPPING

IDENTIFY THE ACTUAL BEHAVIORS THAT DRIVE CUSTOMER SATISFACTION AND LOYALTY



CUSTOMER LIFETIME VALUE

=

AVERAGE PURCHASE VALUE
X
AVERAGE PURCHASE RATE
X
AVERAGE CUSTOMER LIFESPAN

Customer Lifetime Value is determined by the level of loyalty from a customer.

FREQUENT RETURNS → POSITIVE EXPERIENCE

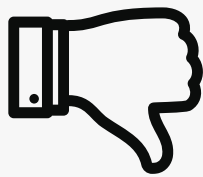
Companies that focus more on being "customer-centric" are **60%** more profitable than companies that don't.

A totally satisfied customer contributes **2.6x** as much revenue as a somewhat satisfied customer, & **14x** as much as revenue as a somewhat dissatisfied customer.

Worldwide, there are over

8.1 million mystery shops conducted annually.

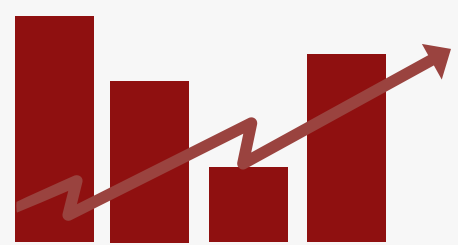
According to the Genesys Global Survey, bad customer service costs organizations



\$338.5 billion globally per year in lost business.

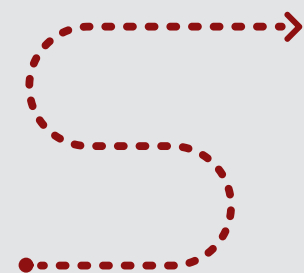
Businesses that use mystery shopping as market research and adjusted their customer service techniques, saw an average growth of over

10%



Mystery shopping can identify customer spending behaviors, promoting upselling and ensuring that businesses have a dollar value attached to certain consumer behaviors.

THE RESULT



Customer feels taken care of with personalized service and revenue increases.



84% of evaluators said they returned to the businesses they learned about through mystery shopping.



Over half of these evaluators visit at least 2-3 additional times annually, at their own expense, and spend upwards of **\$50** per visit.



88%

of evaluators also refer their family and friends to businesses they learned about through mystery shopping.

Mystery shopping is used across a variety of businesses, both in-person and virtually.

DID YOU KNOW?



Senior Living Facilities



Hotels



Restaurants



Retail Locations

*Sources: A Closer Look, TrendSource, Forbes

A CLOSER LOOK

HUMAN INTELLIGENCE + DATA ANALYTICS

We are customer experience fanatics. We exist to help our clients understand their customer experience operations and to highlight friction points that erode brand loyalty and profitability. We operate at the cross section of human intelligence and data analytics.

For more information, visit: <https://a-closer-look.com/>