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MARKETING RESEARCHES IN RETAIL.
MYSTERY SHOPPING IN CHAIN STORES OF MEN &WOMEN CLOTHING "ARBER"

Mystery shopping is a tool used by market research companies to measure quality of retail service or gather specific information about products and services. Mystery shoppers posing as normal customers perform specific tasks—such as purchasing a product, asking questions, registering complaints or behaving in a certain way – and then provide detailed reports or feedback about their experiences.

The most common venues where mystery shopping is used are: retail stores, movie theaters, restaurants, fast food chains, banks, gas stations, car dealerships, apartments, health clubs etc.

Objectives of Mystery-shopping in men & women chain clothing "Arber":

- provision of company management with objective information about the quality of customer service;

- improving customer service by addressing deficiencies in the work of sales personnel;

- develop training programs and evaluation system of sales staff in retail chain stores;

- verification of conformity stores retail chain network corporate norms and standards;

- focusing on staff training deficiencies in the work shops;

- overall independent evaluation of the quality of the trading network.

The main purpose of the visit a secret buyer is to evaluate the work of shop personnel, appearance, odor, manner of communication, friendliness of staff, and their ability to identify customer needs, timeliness of service. As well as the ability to attract and retain customers (take contact for further information, etc.), the availability of business cards and other promotional material in store, as well as track the compliance of store personnel, layout and appearance of the shop of the company's quality standards service.

Mystery shopping - an efficient, high quality and relatively inexpensive tool

to identify current gaps in the distribution network, allowing to take adequate management decisions, which is particularly valuable in terms of development or the formation of its retail network. The data obtained by research Mystery shopping gives independent operational information about the current state of retail chain stores and allow customers to provide quality service stores and increase control in the remote chain stores.