

Types of Mystery Shopping

As a Guild member you can choose from, or combine, different types of mystery shopping depending on your budget and what you want to measure:

Web enquiry	Telephone enquiry	Market appraisal/viewing
<ul style="list-style-type: none"> •Customer experience •Follow-up activity •Competitor insights 	<ul style="list-style-type: none"> •Staff performance •Customer experience •Follow-up activity •Competitor insights 	<ul style="list-style-type: none"> •Staff performance •Sales process at key moment of truth •Customer experience •Follow-up activity •Competitor insights

For each type of mystery shopping you receive a detailed report-based questionnaire on how your business and staff performed. With the market appraisals/viewings and telephone enquiries you can also opt to digitally record the mystery shop and receive the video/audio files alongside the report.

Are you curious to see how your competitors compare? We can also mystery shop your competitors so you can benchmark your performance or compare marketing and pricing strategies. *(Note: we are not allowed to digitally record interactions with your competitors)*

How Much Does It Cost?

There is a one-off set-up cost of £100 for members booking mystery shopping for the first time (normal price £300). Then you simply contact us to set up the mystery shop services you require using the table below as a guide. These prices represent a 20% saving on our usual rate card. You will be invoiced up front for whichever mystery shopping services you select. You can choose to book the services ad hoc, quarterly, every 2 months or monthly.

ACTIVITY		PRICE PER SHOP + VAT	
Mystery Shop Activity	Description	Non-Recorded	Recorded
Web Enquiry - Email Only Follow Up	Report only web enquiry direct to specific branch or through suitable 3rd party portal as required. Report will capture 48 hours follow-up via email channels only.	£24.00	
Web Enquiry - Email & Phone Follow Up	Report only web enquiry direct to specific branch or through suitable 3rd party portal as required. Report will capture 48 hours follow-up via phone call and email channels. We will endeavour to record the call if applicable, but this is not guaranteed.	£29.70	
Phone Call	Report only/Recorded call direct call to specific branch. An individual report will be produced. Permission from staff required if opting for digitally recorded.	£39.20	£41.60
Property Viewings <i>(virtual option available. Prices on request)</i>	Web enquiry or direct recorded call enquiry with an interest in buying or renting a specific property. Appointment is booked, and shopper attends the appointment being shown around the property. An individual report will be produced & include the measurement of 2 working days of email and call follow-up. Permission from staff required if opting for digitally recorded. Property must be vacant.	£104.00	£160.00

Mystery Shop Activity	Description	Non-Recorded	Recorded
Market Appraisal (virtual option available. Prices on request)	Report only web enquiry or direct call enquiry with an interest in being a Vendor or a Landlord. Appointment is booked, and shopper attends the appointment with your agent visiting their property. An individual report will be produced & include the measurement of 2 working days of email and phone follow-up. Action points will be produced to identify key areas for improvement and to aid your training programmes. Permission from staff required if opting for digitally recorded.	£270.00	£326.00
Market Appraisal + 2 Competitors (virtual option available. Prices on request)	Video option. Web enquiry or direct recorded call enquiry with an interest in being a Vendor or a Landlord. Appointment is booked, and shopper attends the appointment with your agent visiting their property. Two of your competitors will also be measured (report only) with the same scenario to gain invaluable competitor benchmarking. An individual report will be produced (comparative reports where applicable) & include the measurement of 2 working days of email and phone follow-up. Action points will be produced to identify key areas for improvement and to aid your training programmes. Permission from staff required if opting for digitally recorded.	£385.00	£441.00

Who Are The Mystery Shoppers?

We select mystery shoppers from our database of over 30,000 secret shoppers covering nearly every town in the UK. Each mystery shopper will match the typical demographic of a customer.

Shopper Scenarios

Each mystery shopper receives detailed instructions on how to fulfil their assignment and complete the report. We also give them a specific scenario to follow, chosen by you. Different scenarios give your staff different sales situations to react to.

You can choose from the following scenario options:

1. Vendor enquiry
2. Buyer enquiry
3. Landlord enquiry
4. Tenant enquiry
5. Other bespoke, TBD

Questionnaires & Reporting

Each mystery shop uses a carefully structured questionnaire (completed by the shopper after the interaction) to score key moments of the customer journey and highlight any areas for improvement. Our reporting also includes open comments from the shopper which help explain the data and add further actionable insights

We use a standard questionnaire for all our Guild clients but there is potential to amend or add details specific to your business if desired. You will also receive audio/video files of any recorded interactions booked.

Next Steps

Please get in touch (clientservices@yomdel.com) if you would like to discuss setting up a mystery shopping programme or would simply like to find out more.