

## Types of Mystery Shopping

As an SSA 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   | Branch/virtual visit   |
|--|---|--|
| <ul style="list-style-type: none"> <li>• Customer experience</li> <li>• Follow-up activity</li> <li>• Competitor insights</li> </ul> | <ul style="list-style-type: none"> <li>• Staff performance</li> <li>• Customer experience</li> <li>• Follow-up activity</li> <li>• Competitor insights</li> </ul> | <ul style="list-style-type: none"> <li>• Staff performance</li> <li>• Sales process up to point-of-sale</li> <li>• Customer experience</li> <li>• Follow-up activity</li> <li>• Competitor insights</li> </ul> |

For each type of mystery shopping you receive a detailed report-based questionnaire on how your business and staff performed. With the branch visits 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 pricing strategies and promotional activity. (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. Then you simply sign up for the mystery shop services you require using the table below as a guide. You will be invoiced up front for whichever mystery shopping services/package you select. You can choose to book the services ad hoc, quarterly, every 2 months or monthly.

|   | Service*  | Price  |
|---|---|--------|
| <b>WEB ENQUIRY</b><br><i>(The shopper requests a quote on your website, then monitors their phone and email for 48 hours)</i>                             | Web enquiry   | £29.70 |
| <b>TELEPHONE ENQUIRY</b><br><i>(The shopper calls your branch, expressing an interest in a unit and then monitors their phone and email for 48 hours)</i> | Telephone enquiry – digitally recorded<br><i>(permission from staff required)</i> | £36.30 |
|   | Telephone enquiry – not recorded  | £30.80 |
| <b>BRANCH VISIT</b><br><i>(The shopper visits the branch, expressing an interest in a unit and then monitors their phone and email for 48 hours)</i>      | Branch visit – digitally recorded<br><i>(permission from staff required)</i>      | £143   |
|   | Branch visit - not recorded   | £58.30 |
| <b>VIRTUAL VISIT</b><br><i>(The shopper is shown round your facilities remotely via Skype/Zoom or similar)</i>  | Virtual visit – digitally recorded  | £47.85 |

## 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. If you are a multiple site business then unique shopper identities will be used for each location.

## 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. If you book multiple shops then you can choose to use the same scenario across all locations for consistency or cover off a variety of scenarios.

You can choose from the following scenario options or choose your own:

| Scenario |                                   | Example   |
|----------|-----------------------------------|---|
| 1        | <b>Whole Home Storage</b>         | e.g. House move   |
| 2        | <b>Part Home Storage</b>          | e.g. re-decoration, extension work  |
| 3        | <b>Urgent Requirements</b>        | e.g. shed about to collapse, need somewhere to store the contents this weekend        |
| 4        | <b>Varied Size Requirements</b>   | e.g. decluttering house before sale; then storage needed for house contents once sold |
| 5        | <b>Specific Size Unit Request</b> | e.g. asking for a quote on a 150 sqft unit  |

## 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 SSA 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.

## Other Services

Please get in touch ([clientservices@yomdel.com](mailto:clientservices@yomdel.com)) if you would like to discuss any other research objectives we can help with. We offer a full range of insight services including lost lead research, customer satisfaction surveys, brand/advertising positioning and competitor profiling.

## Next Steps

Once you're happy you want to go ahead with mystery shopping, please complete the short online registration form which will take you directly to the online Service Agreement & Order Form (via HelloSign). Someone from our Client Service team will then email you to confirm all the details and get your project underway.

If you still have questions or would prefer to book our services by email, please send us a message at [clientservices@yomdel.com](mailto:clientservices@yomdel.com) and we'd be happy to help.