



MyCustomer by iReach

Shops, Exits & Call Centre Evaluation

How Mystery Shopping Can Help You

iReach offers an accurate, reliable and inexpensive method of mystery shopping which provides you with a means of identifying both good customer service (which can be rewarded) and the not-so-good (which can be performance managed). We reach a **full understanding of your company**, its employees and clients in order to be able to provide you with a full scale picture of how each action in your Retail outlets or Call Centre affects your business. Our services are tailored to meet the exact needs of each project or programme.

Key Benefits:

- i** We provide **Scorecards, periodic reports** and **statistics** to enable you to track customer service performance.
- i** We monitor your customer service through an agreed **mystery shopping call programme** at an agreed frequency.
- i** We help you to look at your business through the eyes of your customers and prospects alike.
- i** We help you ensure your staff or agents are giving a consistent level of customer service.
- i** We help you **spot any issues** that may be driving your customers away.
- i** We confirm whether your teams are promoting those services and products they have been instructed to promote effectively.
- i** We check that advice and information your employees are giving is accurate and conforms to any CRM or other process which may apply.
- i** We can offer an **optional benchmark study** of your service against that offered by your competitors.

Call Centre Evaluators or Mystery Shoppers are normally selected from our Consumer Decisions Research Panel according to their location and their suitability in terms of the type of product or service involved. We can also recruit shoppers from your own customer database, as well as the individual visit or call report and record where appropriate. We will provide a summary report (and presentations as required) at an agreed frequency.

iReach Insights

iReach is a full Marketing and Research Agency, across all research disciplines and methodologies. iReach Market Research is the only agency in Ireland to have built our own research panels of **40,000 adult consumers and business decision makers** in ROI and NI. These exclusive iReach panels allow us to maximise value for our clients across all research methods to deliver deeper insights from better research.

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