

*A case study on how to*

## Trounce your Rival by MYSTERY SHOPPING

### Client's Problem

Client was based in United Kingdom. They were an online marketing portal and offered insurances ranging from car insurances to life insurances. Let's call them  $\alpha$  (Alpha) here, since we cannot name them considering our privacy clause with all clients.  $\alpha$  had a competitor, which was a late entrant in the market and yet its market share was growing at an alarmingly fast pace. The competitor offered the same services at a similar price as  $\alpha$ .

The undercurrents were flowing in favor of  $\alpha$ 's competitor. It was important for  $\alpha$  to understand the secret of their competitor's success. Especially after some of their loyal and old customers switched to the services of their rival!  $\alpha$  called us with a request for Mystery Shopping.

## Our Solution

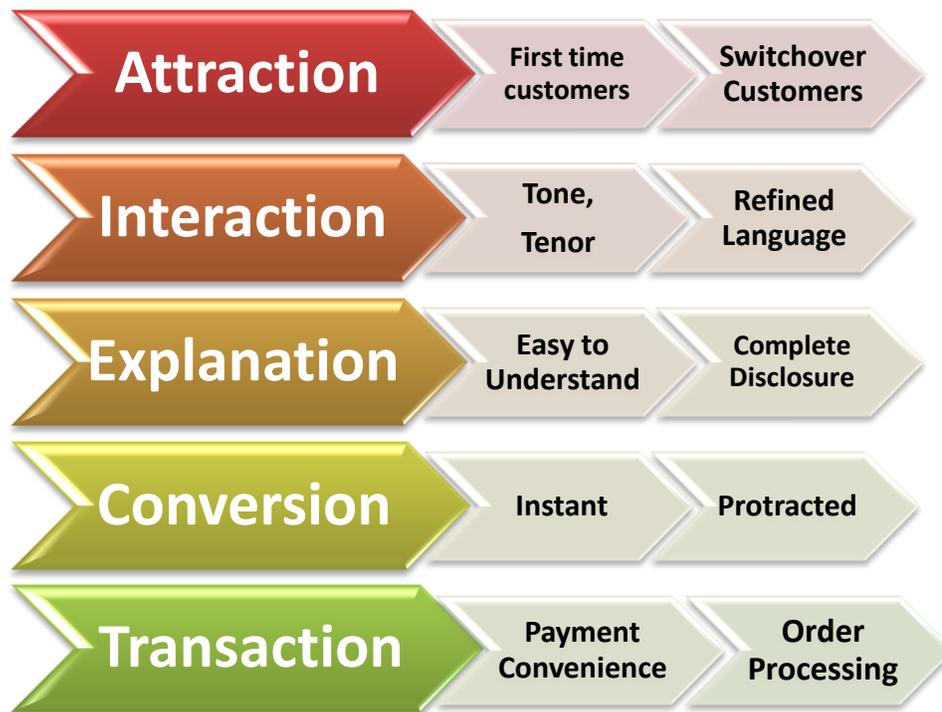
We put our heads together to analyze their problem and then we figure a way out. As the product offerings by both  $\alpha$  and rival were similar, so the distinguishing factor had to be customer service. We had to identify what enables the rivals to race ahead of  $\alpha$ . Our objective was to vanquish the rivals so that  $\alpha$  could become the indomitable market leader.

We presented them our solution:



Mystery Shopping enables you to put your finger on the Competitive Edge of your rival. Now you can identify exactly what to improve upon, to ensure that customers turn to you, and return to you. Never to your rival!

During Mystery Shopping, we will evaluate the customer experience at 5 levels -



Starting from when the customers get attracted to the point they do a transaction, we capture the entire a life cycle of a customer! And test each aspect on our extensive parameters. Our solution reassured our clients and we began with the project of Mystery Shopping.

We kept sharing the inferences with our clients. And after the hand-over of entire analysis report, our clients were eager to implement our recommendations.

## Result

Within no time, α started to witness growth in their profits!

They thanked us, and we thanked our trusted formula:



If you want to avail our Mystery Shopping Services e-mail us at

[info@callcenterinindia.info](mailto:info@callcenterinindia.info)