

# PRODUCT INFORMATION SHEET

## Looking Glass™ Mystery Shopping

**What we do:** We have a wealth of experience in mystery shopping projects in all aspects of retailing. A mystery shopping programme is a unique way of collecting customer feedback as well as measuring your customer service facilities. **Looking Glass™** is our mystery shopping tool used exclusively in the retail sector to evaluate key moments in the shopping experience. Stores included in a **Looking Glass™** programme receive visits over a specified time period. All individual store scores are presented as a **ServiceMeter™** histogram, which allows for comparison across the Centre and within retail categories.

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**The result:** **Looking Glass™** evaluates the key moments and catches your team getting it right on a store-by-store basis. It provides comparison within a group of stores and also against our benchmark allowing you to see where things are going well and which areas required improvement.

**Our view:** “Our own research at Business Blueprints confirms time and time again that the quality of customer service outweighs almost any other issue in today’s marketplace. For this reason many organisations build their businesses around the service they deliver and it has become their key competitive advantage.”

**Our expertise:** Business Blueprints have to date conducted over 10,000 mystery visits to retailers throughout the UK. **Looking Glass™** has been developed through qualitative research studies to ensure that the questionnaire perfectly reflects and rates those things that really matter to shoppers.