



Mystery Shopping Services

Ten Things for Attractions to Consider When Implementing a Mystery Shopping Program:

1. **Staff Roll Out** - How the program is communicated to front line team members is a key consideration. It is important that team members understand the purpose of the program as well as the specific evaluation criteria being used. Successful programs reward outstanding performers and motivate others to improve their performance.
2. **Employee Incentives** - Keeping the program positive by rewarding those employees named as "Outstanding Team Member" with public recognition amongst their peers and a prize or award can have a powerful impact on the overall success of the program.
3. **Leadership Staff** - The more engaged front line supervisors and managers can be in developing and modifying the program, the more buy-in can be achieved. Front line leadership plays a key role in enforcing a positive culture regarding the program.
4. **Who are Mystery Shoppers?** - It is important to understand that shoppers are not private investigators or consultants. Mystery shoppers are regular guests who use their observation and communication skills to evaluate the attraction through the eyes of a regular guest and provide detailed explanations of their experiences.
5. **Customize Criteria** - Customize the evaluation criteria as much as possible to ensure appropriate results. Keep the criteria updated and avoid irrelevant questions.
6. **Realistic Expectations** - Mystery shopping involves evaluating a great number of details. Keeping the evaluation criteria realistic and manageable will garner more accurate results.
7. **Perception is Reality** - Inherent to the process is a certain level of subjectivity. Recognize that observations will vary from one shopper to the next but their perception is their reality.
8. **Project Coordinator** - Establishing a single point of contact as the liaison for departmental managers and the mystery shopping company will enable smooth communication and help maintain the overall program goals and objectives.
9. **Avoid the Guessing** –Encourage team members to treat all guests as though they are mystery shoppers and discourage attempted identification of mystery shoppers.
10. **Nametags** - Ensuring that all team members wear nametags in a consistent prominent location (or with print on both sides of tag on a lanyard), with extra large print enables accurate reporting.