UNIFOCUS | Clear Results Delivered

Survey Solutions

SERVICEScope

Mystery Shopping Expands Insights of Customer Satisfaction

How do you know if your brand standards impact your customer's perceptions? A trained eye can help you answer that question. How does your organization ensure you are meeting your customer's expectations consistently while achieving your brand's objectives?

SERVICEScope offers certified mystery evaluators to experience customer service from the customer's perspective. Programs are designed specifically to provide actionable feedback, **expanding insights** into your customer's experience. Shopping programs provide an unbiased, additional source of information that coupled with your customer feedback, can help ensure your brand promise is relevant, being met and hopefully **exceeding customer expectations.**

Timely and objective feedback enables leadership to make fast and informed decisions about current services and products, while verifying proper procedures and internal controls are in place. Longer term, the relationship between attainment of standards and customer perception can support **strategic decisions** regarding development of your organization's businesses.

SERVICEScope

UniFocus' SERVICEScope Key Benefits:

- **Focus and align resources** to what matters most to the customer
- **Intelligence** to determine best practices and refine levels of service
- Increase **customer's intent to recommend** and return
- Support on-going efforts to improve guest loyalty and satisfaction
- Understand if **employee training** is having the right impact
- **Professional commentary** and photos with descriptions
- **Identifies** "WOW" moments and **missed opportunities**
- Industry **benchmarking and trending** to track and measure improvements
- Correlate to Guest Satisfaction Survey to provide a better guest experience

Championing an on-going mystery evaluation program as part of a fully developed customer brand strategy is **smart business.**

Aligning resources to meet customer expectations allows tracking both customer satisfaction and loyalty to help support all aspects of your operation. SERVICEScope lets you clearly see your business as perceived by your customer and evolve with the changing needs your customers.

Increase your customer's satisfaction and your profits with the benefits of SERVICEScope.

UniFocus is exclusively dedicated to providing the Hospitality, Service, Retail, and Health Care Industries with the most comprehensive Financial and Workforce Management systems and Survey Solutions available worldwide.

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