CONSULSAT

SAMPLE PROPOSAL

Mystery shopping & service-quality audit

A sample of how we propose a mystery shopping study: objectives, method, sample, timeline and quality control.

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RESEARCH BACKGROUND

See your service through your customer’s eyes.

Mystery shopping is an observational method that shows how customers are really treated, from the vantage point of a regular customer.

It identifies weaknesses as well as outstanding performance in customer-facing operations, and tells management whether front-line staff treat customers properly and to the company’s and the market’s standards.

The results give management concrete cases that start a cycle of customer-centric improvement, help build fair recognition and reward for staff, and allow operations to be monitored over time.

> This is a sample. Sample sizes and timings are illustrative, and every proposal is tailored to the client.

RESEARCH OBJECTIVES

What the study measures.

Branches and service centres

- Overall layout, inside and outside
- Queuing and organisation
- Staff attitude and competence
- Accuracy of the information given

Points of sale

- All types of point of sale
- Product availability
- Products and brands the seller recommends
- Customer insight from the counter: top-of-mind brands, offers and preferences

Call centres

- Speed of answer and waiting time
- Courtesy and clarity
- Handling of enquiries and complaints
- Resolution on the first call

METHODOLOGY

Real visits and real calls, scored the same way every time.

Trained shoppers visit the selected branches and call the call centres with a mix of enquiries and complaints, then record what they observe on a pre-designed evaluation sheet.

1

Profile and train

Shoppers are profiled, recruited and trained to the client's scenarios.

2

Schedule

Visits and calls are spread across days, times and locations.

3

Fieldwork

Observation and data collection, edited and controlled in the field.

4

Process

Data is entered, validated and checked for consistency.

5

Report

Analysis and a report with clear scores and practical recommendations.

SAMPLE DESIGN

An example sample.

Illustrative example for a study in Greater Khartoum (Khartoum, Bahri and Omdurman). The real sample is set with the client.

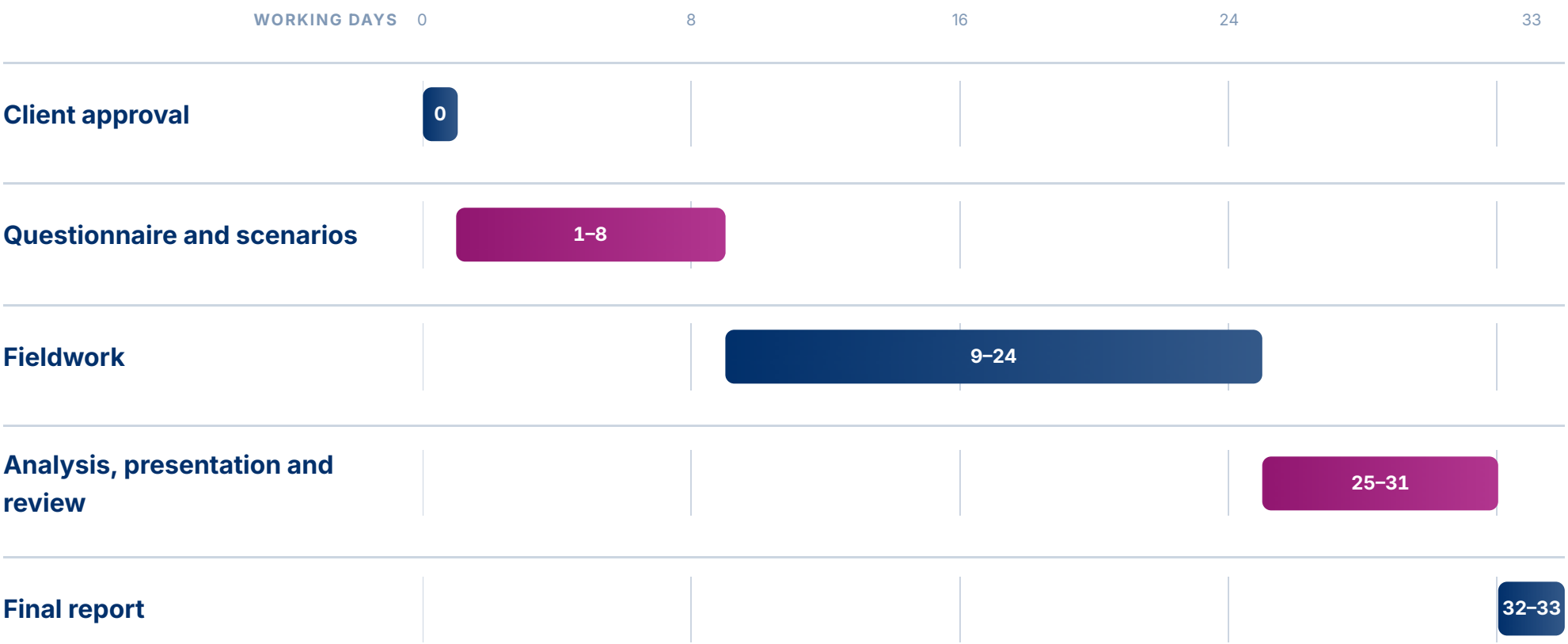
CHANNEL	EXAMPLE SAMPLE
Branch and service-centre visits	15 locations
Call-centre calls	75 calls
Total evaluations	90

Illustrative figures.

TIMELINE

About seven weeks from approval to final report.

An illustrative plan of 33 working days. Timings depend on approvals and field conditions; we tell the client straight away if anything changes.



Deliverables: an English report and presentation, and raw data that has passed quality control for collection and entry

QUALITY CONTROL

Seven checks between the field and your report.

STAGE	WHAT WE DO
1. Questionnaire	Experienced researchers build it; a second team checks coverage, language, flow, sensitivity and length.
2. Briefing	Field heads, supervisors and shoppers are briefed on every question and how to record answers.
3. Sample	Locations and times are selected by statistical principles, with no repeated or wrong samples.
4. Scrutiny and back-checks	Every completed form is scrutinised; a random selection is back-checked by phone or in person.
5. Coding and entry	Bilingual coders handle Arabic and English answers; entry screens have built-in validation.
6. Processing and analysis	Validation and cleaning rules flag inconsistencies and outliers for the researcher to resolve.
7. Reporting	The project manager and experts write the report; senior management reviews it before delivery.

RESPONSIBILITIES

A clear split of who does what.

The client

- Appoints a project contact
- Attends the briefing at the start
- Suggests target locations and scenarios
- Comments on and approves the questionnaire and reports on time
- Applies independent judgement to implementation decisions

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- Appoints a project manager as the single contact
- Runs the briefing at the start
- Pilots the forms and briefs the team on the results
- Carries out all fieldwork
- Delivers everything on time and to the agreed scope

We follow the ESOMAR code of market research ethics and never share client information with third parties. Fees, validity and payment terms are set out in each tailored proposal.

ABOUT US

We are problem solvers. We empower business leaders.

ConsulSat Market Research is driven by senior research professionals with years of market experience. We apply the right methodology across a wide range of industries, geographies and cultures, and see beyond the data to the practical, actionable recommendations that move a business forward.

01 **Result based**
Insights to develop strategies and adapt your business to a competitive environment.

02 **Expert advice**
Actionable solutions to the most complex marketing and business problems.

03 **Diverse approach**
A creative, innovative and practical approach to marketing and social research.

04 **Professional team**
Collaborative engagement, exceptional people and a commitment to quality and integrity.

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Turn your business challenge into an opportunity.

Tell us your objective and one of our consultants will reply with a proposed approach.

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