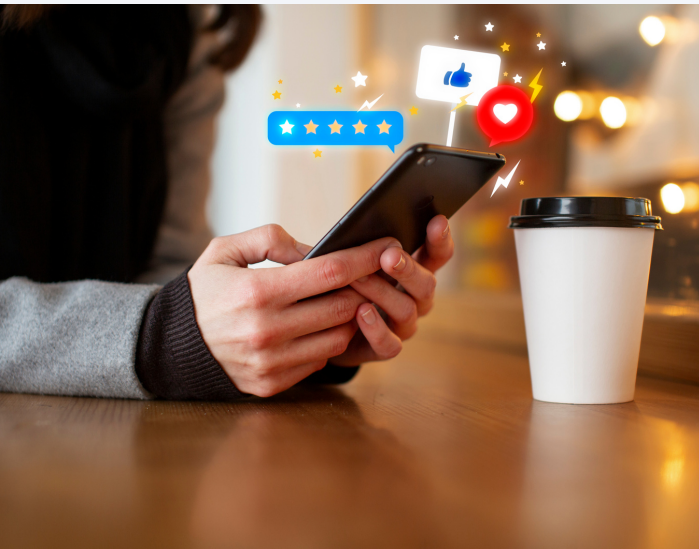


Mystery Shopping

In today's "Experience Savvy" world, delivering exceptional customer experiences has become paramount for organizations seeking sustainable success. To bridge the gap between customer expectations and actual experiences, leading brands have embraced the philosophy of Mystery Shopping, a proven method for analyzing and enhancing customer interactions. As pioneers in the field with over 30 years of experience, we can provide you with valuable insights and make your mission of delivering exceptional experiences a reality through Mystery Shopping Assessments (MSA).



Advantages & Benefits:

Performance Monitoring: Gain unbiased feedback to understand how customers perceive your brand and identify areas for improvement.

Standards Adherence: Ensure consistent adherence to your organization's guidelines and service benchmarks.

Security and Integrity: Safeguard your brand's reputation by monitoring staff behavior and taking corrective measures.

Incentives and Recognition: Identify exceptional performers and incentivize their efforts.

Compliance: Ensure ethical and legal guidelines are followed to protect your brand.

Training Needs Analysis: Identify areas for improvement and bridge knowledge gaps through mystery audits.

Continuous Improvement: Pinpoint best practices to foster a culture of excellence across your organization.

Competitive Analysis: Compare performance levels and refine your marketing strategy.

Problem Identification: Proactively address issues before they escalate into customer complaints.

Enhance Customer Experience: Exceed customer expectations, drive loyalty, and attract new customers.

Industries Covered

- Hospitality (all verticals)
- Retail (all verticals)
- Beauty & Wellness
- Healthcare
- Entertainment
- Realty
- Malls
- E-commerce
- Telecom
- Aviation
- Transportation
- Education
- More ...

Types of Audits

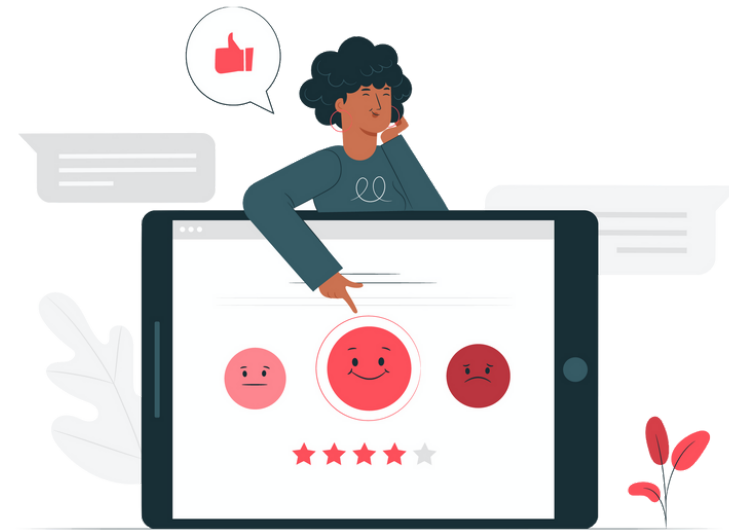
- Onsite Audits (physical visits)
- Call Audits
- Visual Merchandising Audits
- Stock Audits
- Process Audits
- Back of the House Audits
- Online Delivery Audits
- Home Delivery Audits
- Website Audits
- App/3rd Party App Audits
- Compliance Audits
- Integrity Audits
- Competition Audits
- More ...

About Us

Shaw Hotels & Consultancy Services Pvt. Ltd. established in 1991 as a Management and Consultancy Services company and has since served a broad spectrum of leading business houses in India and abroad.

We pioneered Mystery Shopping in India by introducing Service Quality Audits in 1999 across many industries, including hospitality, retail, real estate, entertainment, fashion, transport, beauty & wellness, shopping malls, and more.

As pioneers of the trade, we have not only set a benchmark for the industry, but also we have concurrently revolutionized the field of Mystery Shopping by providing complementing services like Training and Development, Manpower Rationalization Studies, Implementation Of Customer Service Blueprints, Standard Operating Procedure Manuals, Customized Market Research Activities, Online Reputation Management Tools, and more.



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**MYSTERY
SHOPPING**

SHAW

H O T E L S
& CONSULTANCY
SERVICES PVT. LTD.

An ISO 9001 - 2015 Certified Company

Expertise Born Of Experience
Established - 1991