

44th Retail Excellence Seminar Series

BEST PRACTICES IN MYSTERY SHOPPING SUCCESS FOR OFFLINE AND ONLINE RETAILERS:

*Guaranteed Actionable Results to Improve your
Customer Service*

January 23, 2019 (1:00PM-6:00PM)

5th Floor Nostalg 1, Joy-Nostalg Hotel & Suites Manila, 17 ADB Avenue, Ortigas Center,
Pasig City

RESOURCE SPEAKER / LEARNING PARTNER:

Michelle P. Patel
Founder, SatisFIND®

I. BRIEF DESCRIPTION

This powerful workshop is specially designed for the Philippine Retailers Association by Customer Service expert and SatisFIND Founder Michelle Patel.

Workshop Participants will be equipped with the right mindset, knowledge and tools to design and effectively launch their own Mystery Shopping system and use it to improve Employee and Customer Experiences.

Mystery Shopping is a methodology used since the 1940s but today's retail landscape requires a **COMPLETE REBOOT** on how to use it with impact on your culture and bottom line. Mystery Shopping provides the metric for **CONSISTENCY**, the real secret formula in building strong brands that endure the test of time and avoid risk of disruption.

Change your perspective on what Mystery Shopping is and isn't, and see the power it can do for your business, employees and customers.

II. COURSE OUTLINE

i. Introduction to Mystery Shopping

- a. Different kinds, uses, benefits
- b. What leads to its Success and Failure
- c. Why do you need it now

ii. How to Launch your Mystery Shopping Program

a. Application #1: Mapping your Current vs. Desired Customer Experience Journey

- Resources you will need to begin
- What to do with the results
- How to maximize the results for impact
- Where do we begin

b. Application #2: Classifying the Touchpoints

- Identify which touchpoints are pain points, minimum requirements for customer satisfaction, delighters and enhancers

c. Application #3: Mapping your Current vs. Desired Employee Experience Journey

- Understand pain points and enablers for the frontline staff and compare them with the Customer Experience Journey Map

d. Application #4: Designing the Mystery Shopping Questionnaire

- Participants will develop their own mystery shopping questionnaire with clarity and objectivity

iii. What to do starting tomorrow?

- a. Next steps in launching your system

WHO SHOULD ATTEND

- A. Customer Service is no longer one department's responsibility, and the businesses that continue to excel at it are those whose leadership teams understand the importance of Embracing Customer Service and feedback as an organization.
 - B. Business Owners, Director, Head, and Management Teams handling Branch Operations, Human Resources, Digital Marketing / Social Media / E-Commerce, Marketing and Customer Service to bring their teams with them to his workshop.
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44th RetailEXL: BEST PRACTICES IN MYSTERY SHOPPING SUCCESS FOR OFFLINE AND ONLINE RETAILERS

YES, PLEASE REGISTER ME/US (Please fill up with complete details):

NAME	DESIGNATION	E-MAIL	CONTACT NO.

*please attach separate form for additional attendee/s

Company: _____

Authorized By: _____

Designation: _____ Email Address: _____

Contact Number: _____ Signature: _____

REGISTRATION FEE

	Early Bird Rate (if paid on/before January 22, 2019)	Regular Rate (if paid on January 23, 2019)
PRA Member	Php 2,495	Php 3,495
Non-PRA Member	Php 3,495	Php 4,495
*5% Discount for group of 5 or more		

Mode of Payment

- Please make check payable to **PHILIPPINE RETAILERS ASSOCIATION, INC.**
- Check payment should be SENT to the PRA office (Unit 2607 Jollibee Plaza, F. Ortigas Jr. Road, Ortigas Center, Pasig City) or DEPOSITED to PRA Account: Banco De Oro (BDO) - SM Megamall B Branch. Savings Account: 281121451
- Please FAX Deposit Slip at 636-0825 with your Company Name to PRA for recording on or before January 23, 2019

Cancellations received in writing at least 1 week before the event will be subject to 50% refund. Replacements are welcome but must be advised to the Secretariat at least 3 days before the seminar.

For more details, contact PRA at 687-4181* email at specialprojects@philretailers.com / ncm_philretailers@yahoo.com and look for Ivan or Norie.

FIRST COME, FIRST SERVED!

- *Members in good standing
- *Heavy merienda will be served
- *Certificates will be provided

Please Fax to PRA @ 636-0825 or email Ivan Verzonilla or Norie Martinez
at specialprojects@philretailers.com/ncm_philretailers@yahoo.com
ON OR BEFORE January 23, 2019.