

WHY GOODWIN

DEDICATED MANAGER

As a client, your mystery shopper program will be assigned a dedicated client manager to handle all your specific needs.

DEPTH OF EXPERTISE

We have been in the hospitality business for over 20 years. The breadth of expertise of our team gives you the manpower and knowledge required to effectively manage your program.

TESTIMONIAL

"[The] program gives us a snapshot of the service we are providing our guests. Company leaders and each of our GMs see their locations' strengths and weakness. We can take steps to make changes and to address problems almost immediately. Our leadership is able to recognize our strengths and appreciate individual cast members who provide excellent service! Guest Service is the heartbeat of our business, and the Mystery Shopper Program keeps our finger on that pulse."

*–VP Operations,
Celebration! Cinemas*

MYSTERY SHOPPER PROGRAM



Across industries, brands look to provide superior customer experience and deliver on their brand promise to customers and guests. But you cannot manage what you cannot measure, so rating how your service meets operational and customer expectations is crucial.

Goodwin Hospitality's **Mystery Shopper Program** allows you to inspect what you expect – by evaluating your specific brand standards and procedures through a series of shops conducted by experienced shoppers.

Our programs include on-site visits, phone ordering processes, contact center interactions and web/digital experiences. Data is the key to identifying trends and issues to make smart decisions on where to allocate time and resources. All visits are consolidated into our **reporting platform** to not only provide you instant access to individual shop reports, but also scoring and trending data to benchmark locations.

FEATURES & BENEFITS

- Proven templates, tailored to your specific business for optimal data capture.
- Dedicated client service manager to provide program expertise to ensure success of your program.
- Professional auditing of shop reports to ensure data validation and integrity.
- Robust reporting platform providing not only individual report data, but trending scores.
- Over 800,000 mystery shoppers conducting 4500 shops every month.

EXPERIENCE WITH

Restaurants
Bars & Pubs
Hotels & Inns
Retail
Convenience Store &
Gas Stations
Consumer Services
Entertainment
Movie Theaters
Retail Banking
Property Management
Higher Education