SHOP REPORTING MADE EASY

Launching and managing a mystery shopper program is the first step in ensuring your customers have a great experience with your brand every time. An effective mystery shopper program also provides insight into operational compliance across locations. All this critical data is collected and uploaded in our online reporting platform for you to access anytime.

Goodwin Hospitality's mystery shopper program reporting provides both granular detail on specific visits, as well as trending and benchmarking data so you can see how locations perform over time. View detailed responses from shoppers for specific days and times, or compare questions across locations to ensure standards are met.

The platform is customized to your tailored survey questionnaire, and access is role-based allowing for your organization's hierarchy to be maintained. Users only see what their permissions allow them to see. Unlimited access, number of users and all customizations are included in your overall mystery shopper program.

FEATURES & BENEFITS

- Easy access to all data gathered and audited by Goodwin Hospitality.

- Single reporting platform for all services, including mystery shopping, field audits, guest surveys and more.

- Access levels and permissions based on your organization's hierarchy.

- Email notifications of all newly complete reports for all services.

- Hosted in secure, encrypted environment to maintain highest level of data integrity.

AVAILABLE REPORTS

Trends
Overall Scores
Score Summary
Location Ranking
Section Location Ranking
Media Gallery
Missed Report
Question Comparison
Section Comparison