

**Press release**

**24<sup>th</sup> March 2009**

**Customer service evaluation accessible for all**

Businesses can now receive quality, low cost evaluation programmes that enable them to assess their employees' customer service techniques.

With agents posing as real customers, Mystery Shoppers Ltd evaluates, measures and reports the customer service standards of businesses for their clients, making it one of the fastest and most effective methods of obtaining objective management data on customer service levels.

In the past mystery shopping programmes have been designed specifically for each client, therefore costing more money. Now available as a generic programme, and not specifically tailored to one particular industry sector, this new approach does not involve a set up fee. Without a minimum limit for how many visits or calls a business can have in their programme, this has become a much more flexible and economical option to mystery shopping and makes it financially viable for any business wanting to assess their customer service levels.

Paul Grafton, Managing Director said "We are entering a new stage of mystery shopping, we can appreciate that with the current economic climate, businesses are trying to save money where they can. By offering a cheaper, shorter mystery shopping programme, businesses can still reap all the benefits mystery shopping can bring to a business which in turn saves money in the long run. It is widely considered that it is far cheaper to retain your existing customers than it is to find new ones"

Having over 80,000 registered agents on their books across the UK, Mystery Shoppers Ltd regularly sample company services. Mystery shopping provides decision-makers with actionable information to increase sales, increase profits, improve customer satisfaction and enhance employee performance.

To find out more about the programme, please visit [www.mystery-shoppers.co.uk](http://www.mystery-shoppers.co.uk) or phone 01409 255025.