



MYSTERY
CUSTOMER
EVALUATIONS

SYSTEM FEATURES

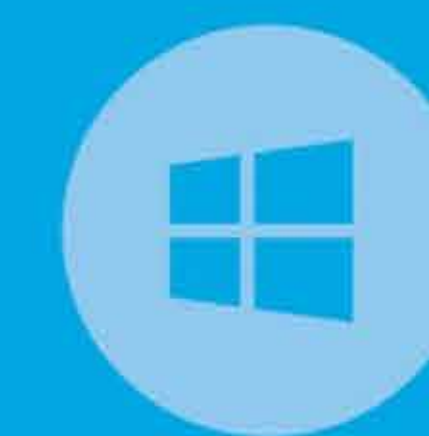
Providing actionable reports and analysis
on sales and service improvements





MOBILE CLIENT ANALYTICS

Travels with you wherever you go



CLIENT ANALYTICS 3.0 brings results to you on any device, on your schedule: while travelling, between meetings, or as soon as results are published.

Enjoy a BEAUTIFUL, simple USER EXPERIENCE

SAVE TIME and
training costs

Enterprise-grade
Data SECURITY

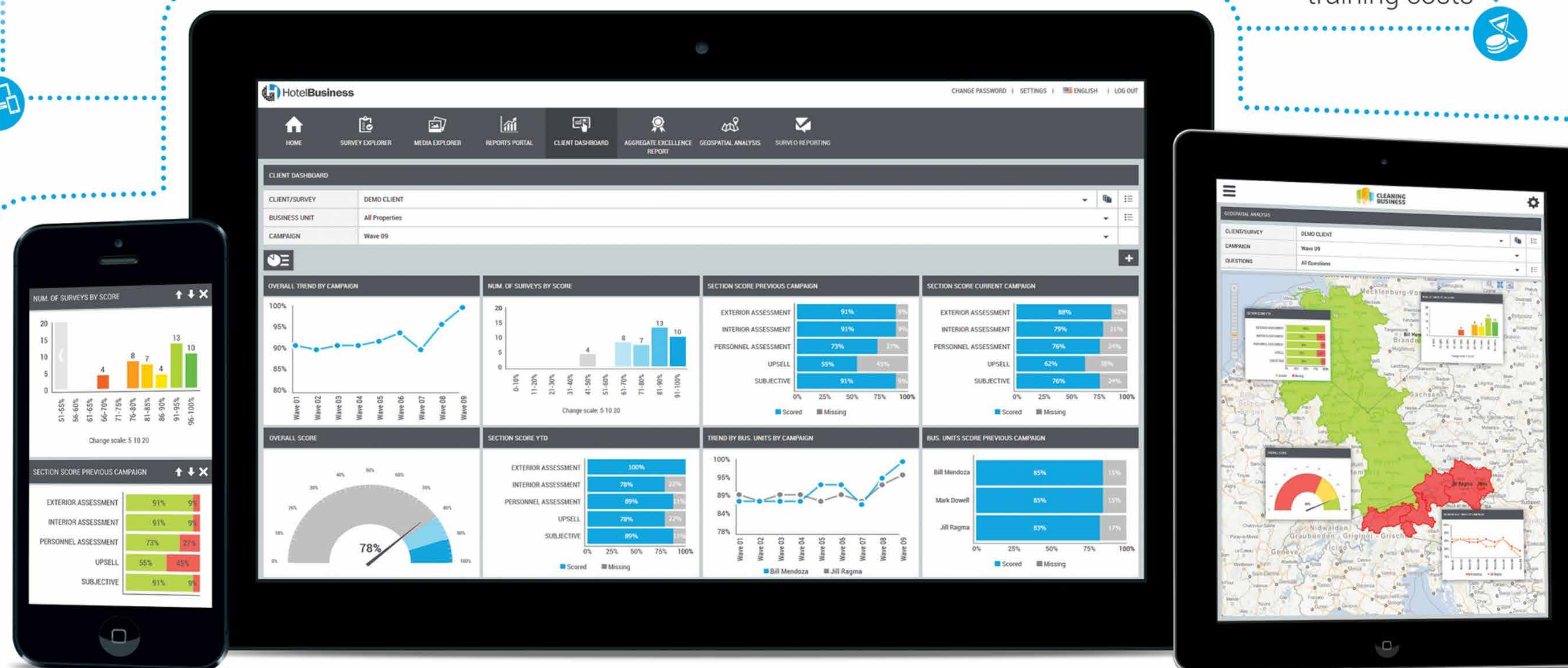
Get REAL-TIME
results

DOWNLOAD our app
for iOS, Android and
Windows Phone

Access from
ANY DEVICE

View your business
ON YOUR HAND-HELD

Be UP and
running QUICKLY





YOUR HOME PAGE

See the big picture at-a-glance

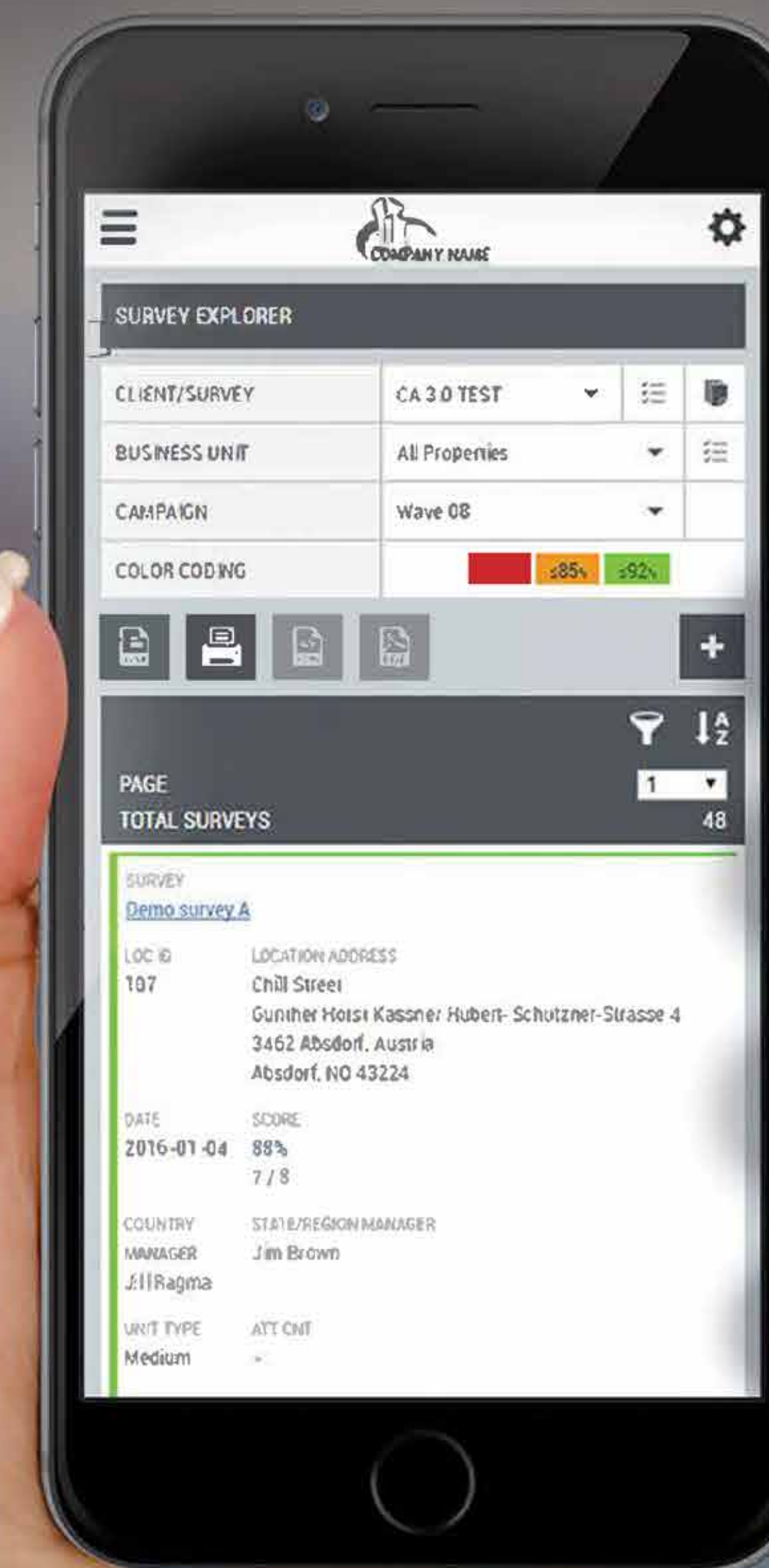
The HOME PAGE is the ideal place to get a comprehensive overview of business performance with a single click.



SURVEY EXPLORER

Speedy and effortless access to the details

Add SURVEY EXPLORER to your reporting package and search for reports as easily as checking emails.



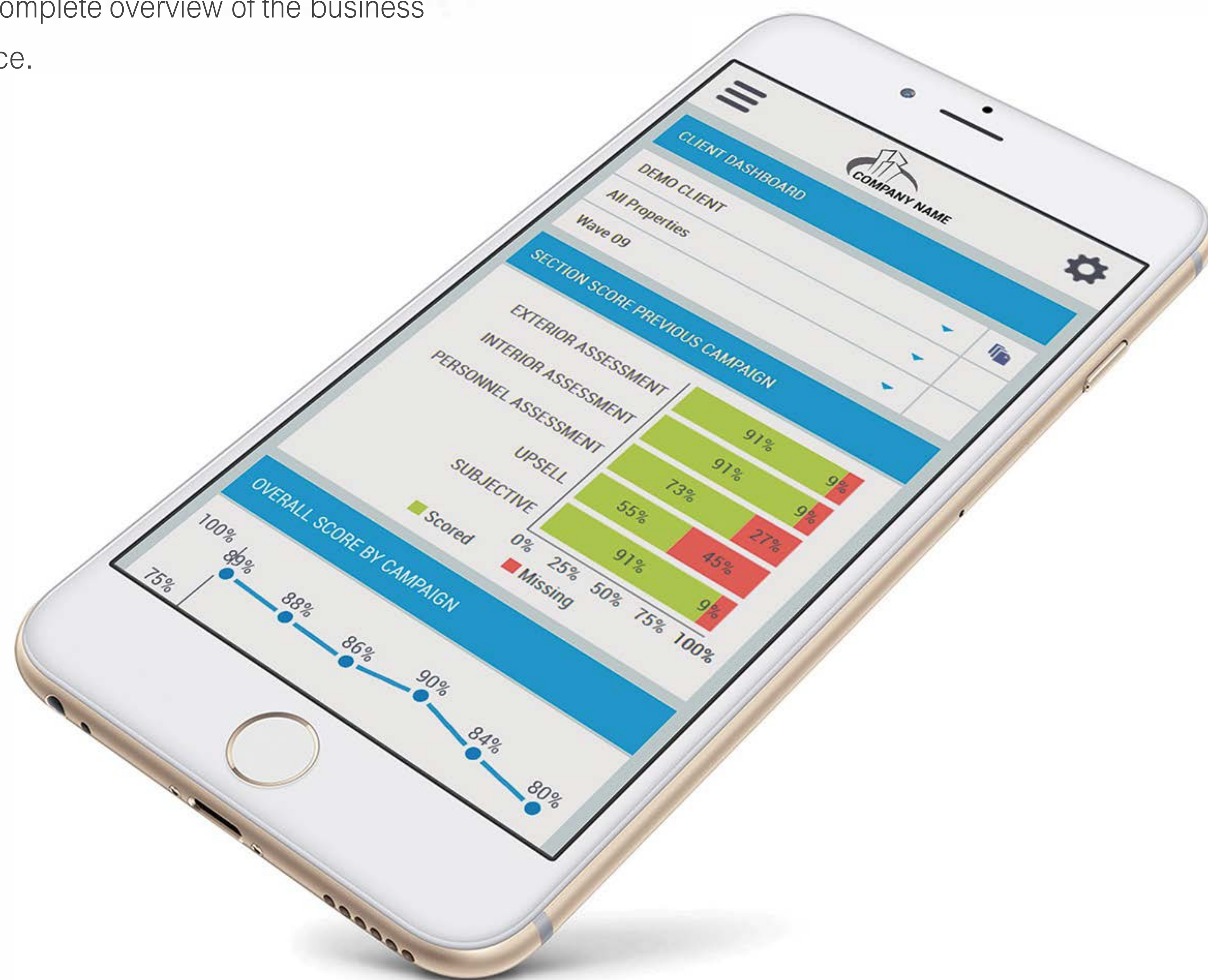
- Get the **latest results** available, **effortlessly**
- Easy-to-use filtering** extracts the desired reporting content
- New and unread** reports are highlighted for **easy prioritisation**
- Score-based color coding** emphasises reports that require urgent attention
- Download and **export PDF files at the press of a button** to share reports as-needed



YOUR DASHBOARD

Turn data into actionable insights

Ideal for top-level management, the CLIENT DASHBOARD gives a complete overview of the business at a glance.

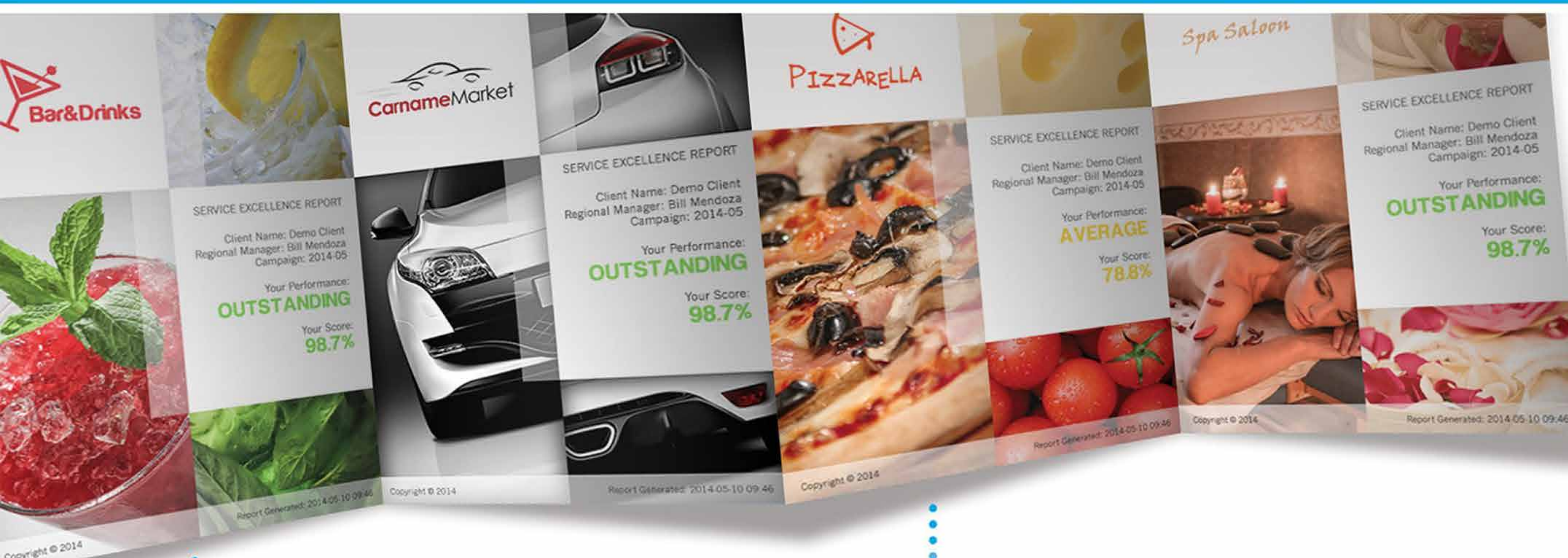


Create your own dashboard with the KPIs that interest you.
Filter directly in charts and graphs to easily get the information you need – and act upon it.



MCE SERVICE EXCELLENCE REPORT

The report with ALL relevant data



Schedule reports for
automated email delivery

Quick to read and
easy to follow

Deliver insights and conclusions,
not just data

Generate reports for an individual store or
aggregate for an entire campaign,
period, or study

Fully customisable
for a personalised look and feel

Present results in the context of targets, KPIs,
organisation levels, peers, and
past performances





DRILL-DOWN ANALYTICS

Drill. Analyse. Discover. Improve.

Add DRILL-DOWN ANALYTICS to your reporting package and view results in your business's specific corporate hierarchy structure.

Intuitively
navigate results
using your
organization's
hierarchy

Immediately
drill into
underachieving
business
units

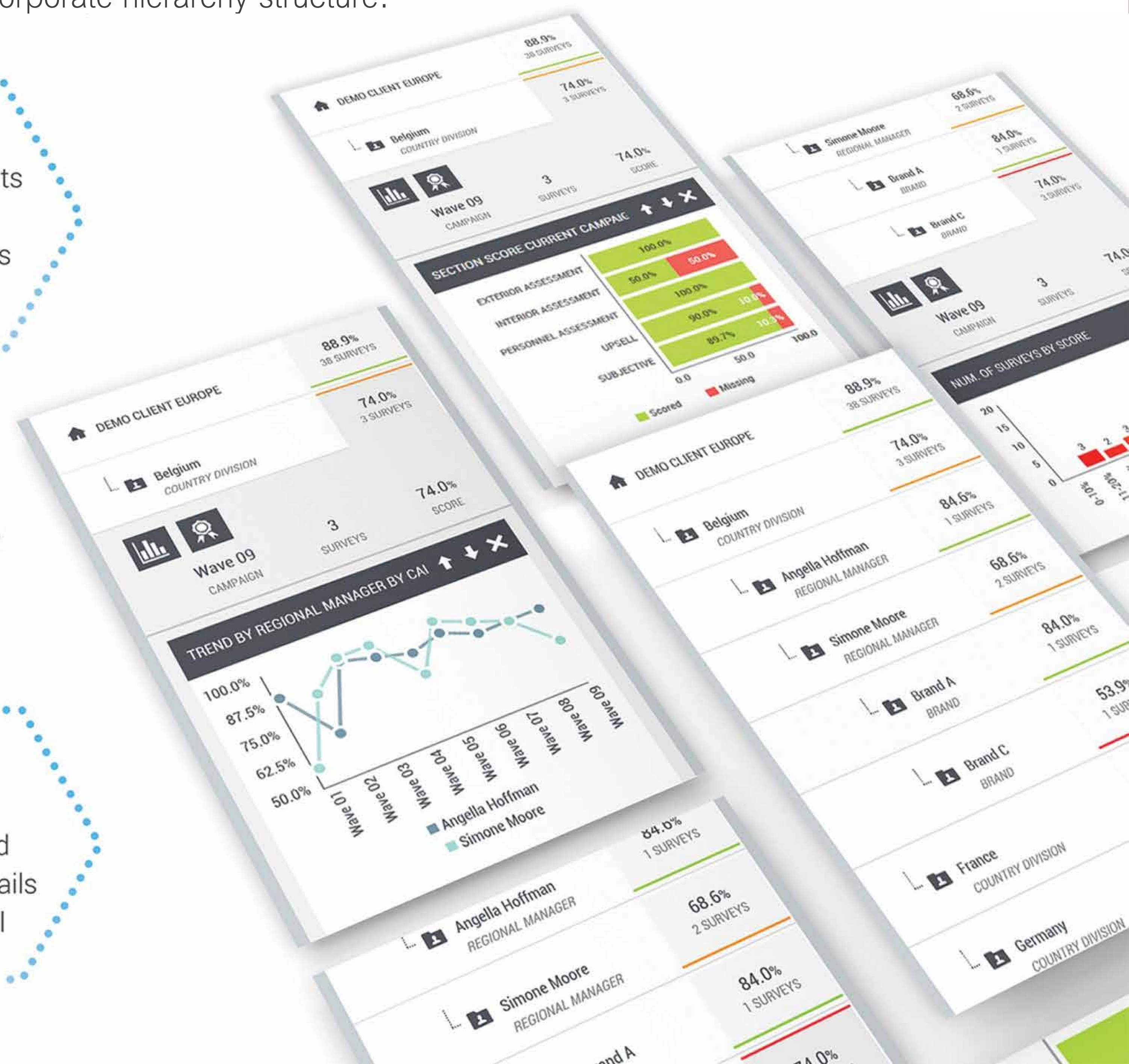
View
high-level
results and
low-level details
in one tool

With its built-in dashboard, DRILL-DOWN ANALYTICS allows you to analyse business hierarchy units in a graphical format.

View
comprehensive
scores and
KPIs

Compare
organisational
peers
side-by-side

Monitor
historical
trends





SENTIMETRICS

Emotions. Visualised. Analysed.



Uncover vital and hidden information about your brands and products. With Sentimetrics™ you can discover how people perceive your brand or product from the comments circulating in Social Media sites and take action to turn detractors into promoters.

A NEW SOURCE OF CUSTOMER DATA
offering complete analytics

AUTOMATICALLY EXTRACT SENTIMENT
from your respondents' comments

Derive ACTIONABLE INSIGHTS
from unstructured data

Quickly understand respondents' emotions
with STUNNING, INTUITIVE VISUALIZATIONS

PHRASE CLOUD - sentiment analysis
is performed on phrases,
not on single words



RECEIVE SENTIMENT FEEDBACK

about the on-site experience of qualified, certified
mystery shoppers based on their analysed comments.

PREVENT NEGATIVE BRAND PUBLICITY.

Use the Impact column that shows the number
of potential viewers to prioritise your actions.

REACH A WIDER AUDIENCE.

Understand consumers' perceptions about your
brand or product across different regions by tracking
sentiment from multiple languages: English, Spanish, German,
Danish, Dutch, Russian, Portuguese, Swedish and more.

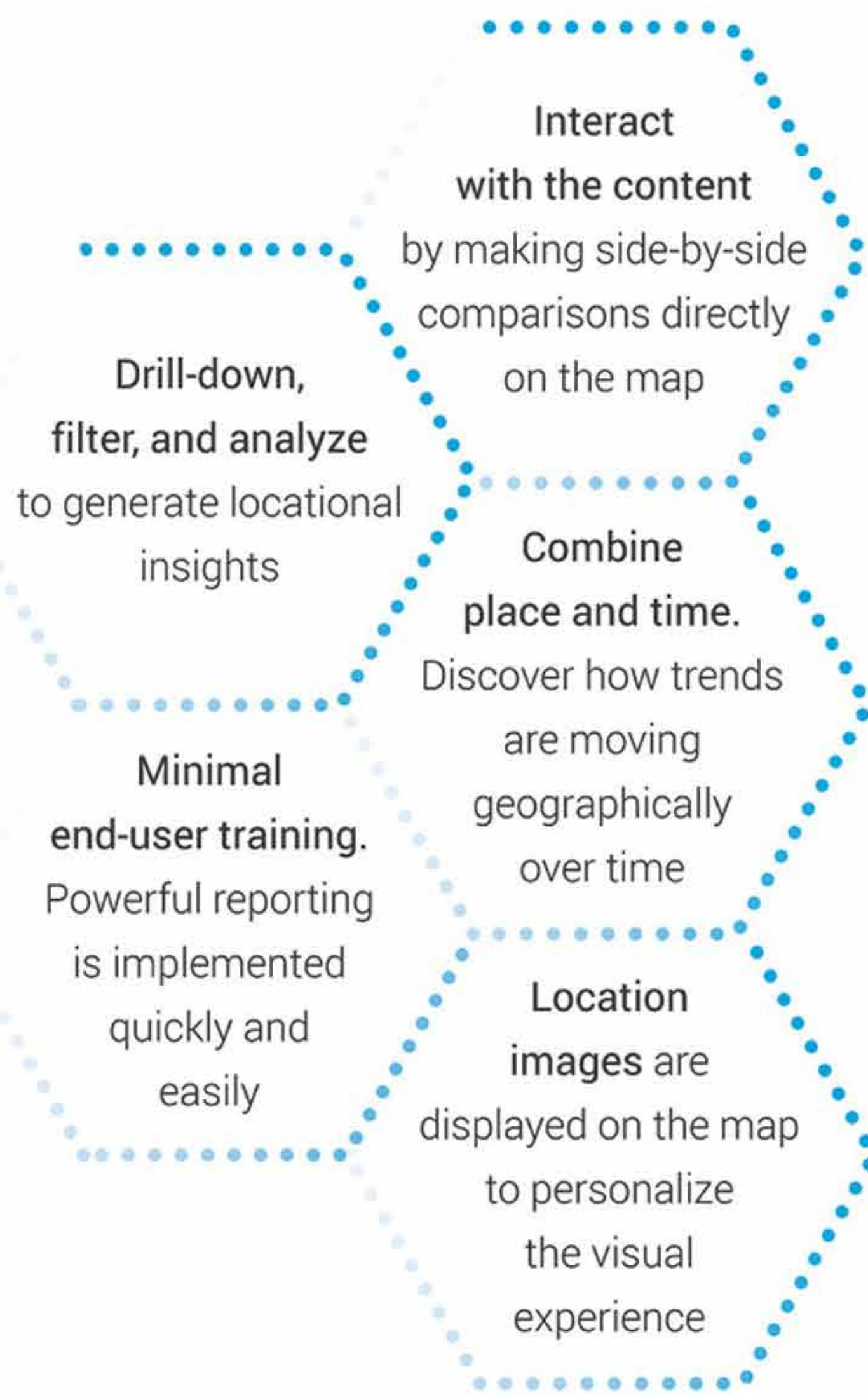




GEOSPATIAL ANALYSIS

Put business data on the map

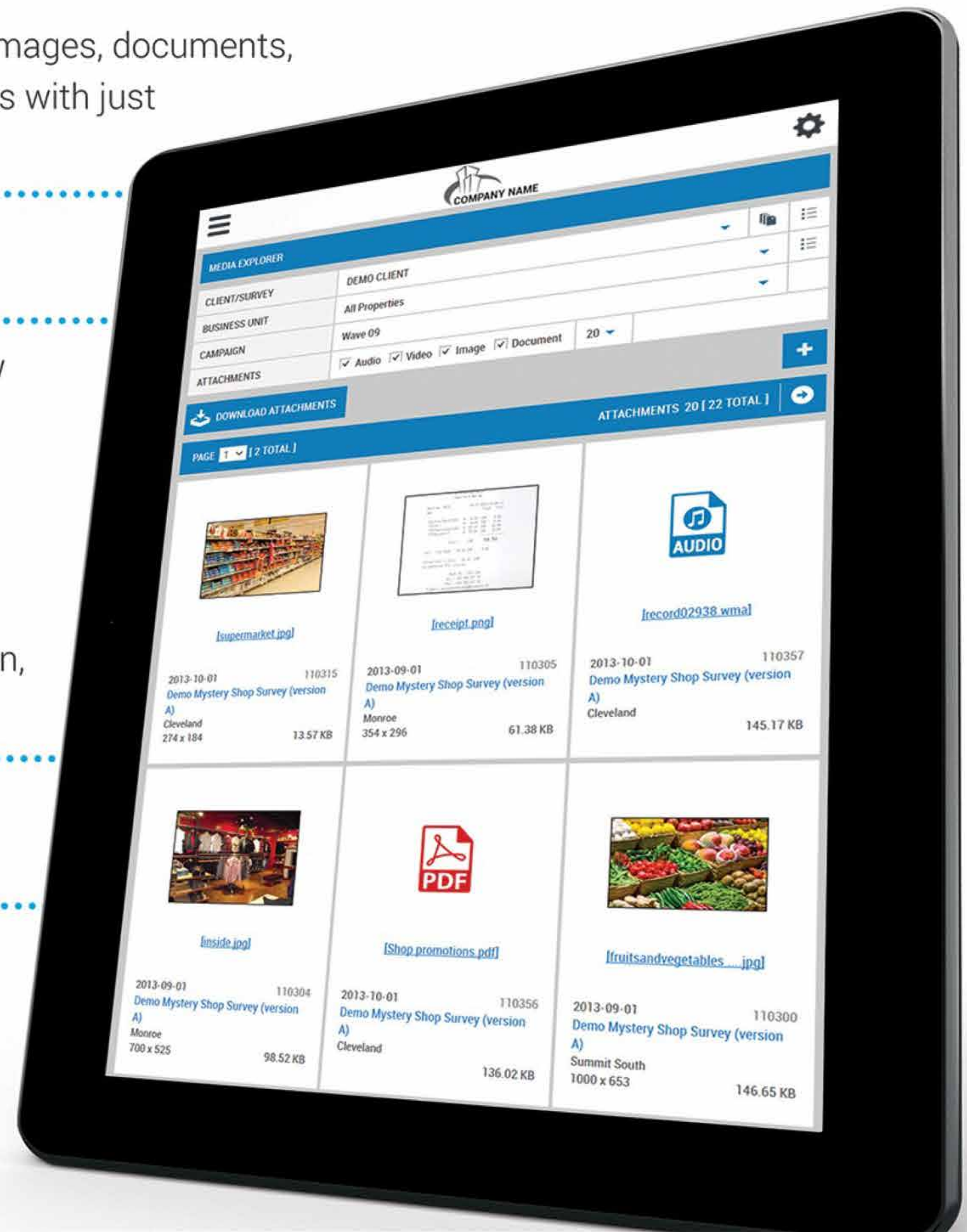
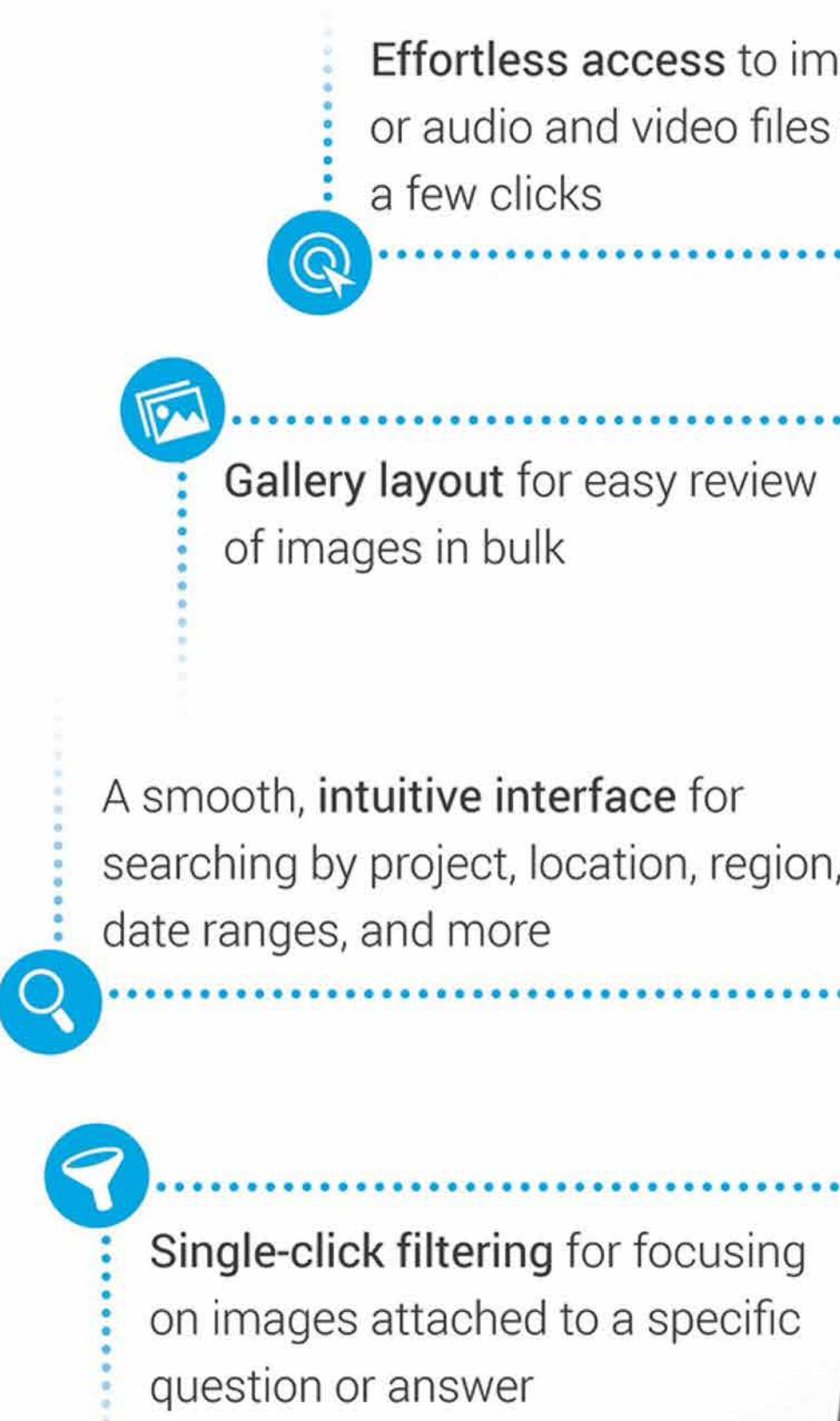
Get the full picture. Nearly all business data has a geolocational reference aspect. Quickly relate data to locations that are meaningful and detect geographic trends with GEOSPATIAL ANALYSIS.



MEDIA EXPLORER

Perform effortless audio/video review

Add MEDIA EXPLORER to your reporting package and experience:





NET PROMOTER REPORT

Create world-class customer experiences

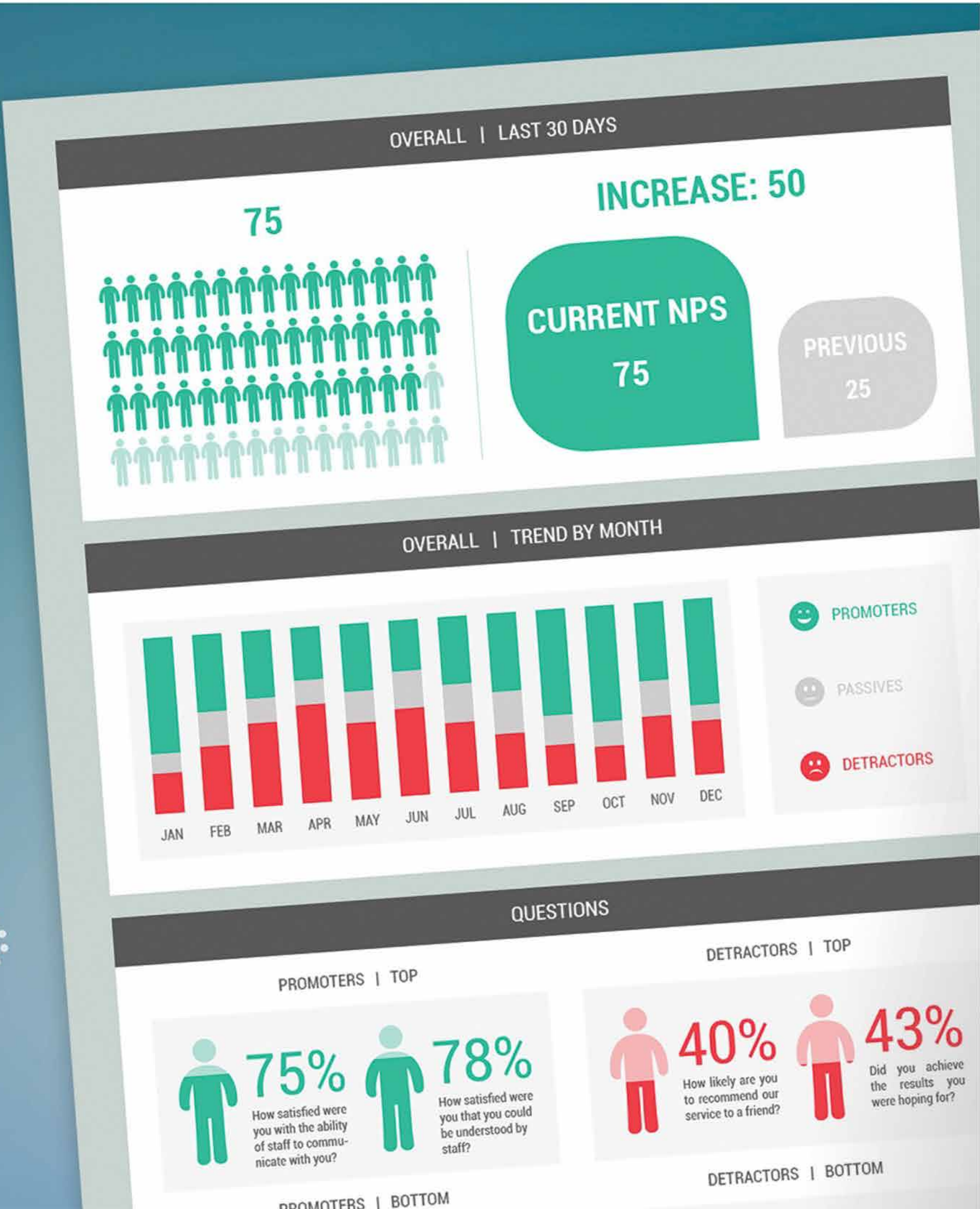
REPORTS PORTAL

Access enterprise reports anywhere, anytime

NET PROMOTER provides a unique, customer-centric solution

Craft a roadmap for customer experience improvement

Identify brand promoters and detractors in real time

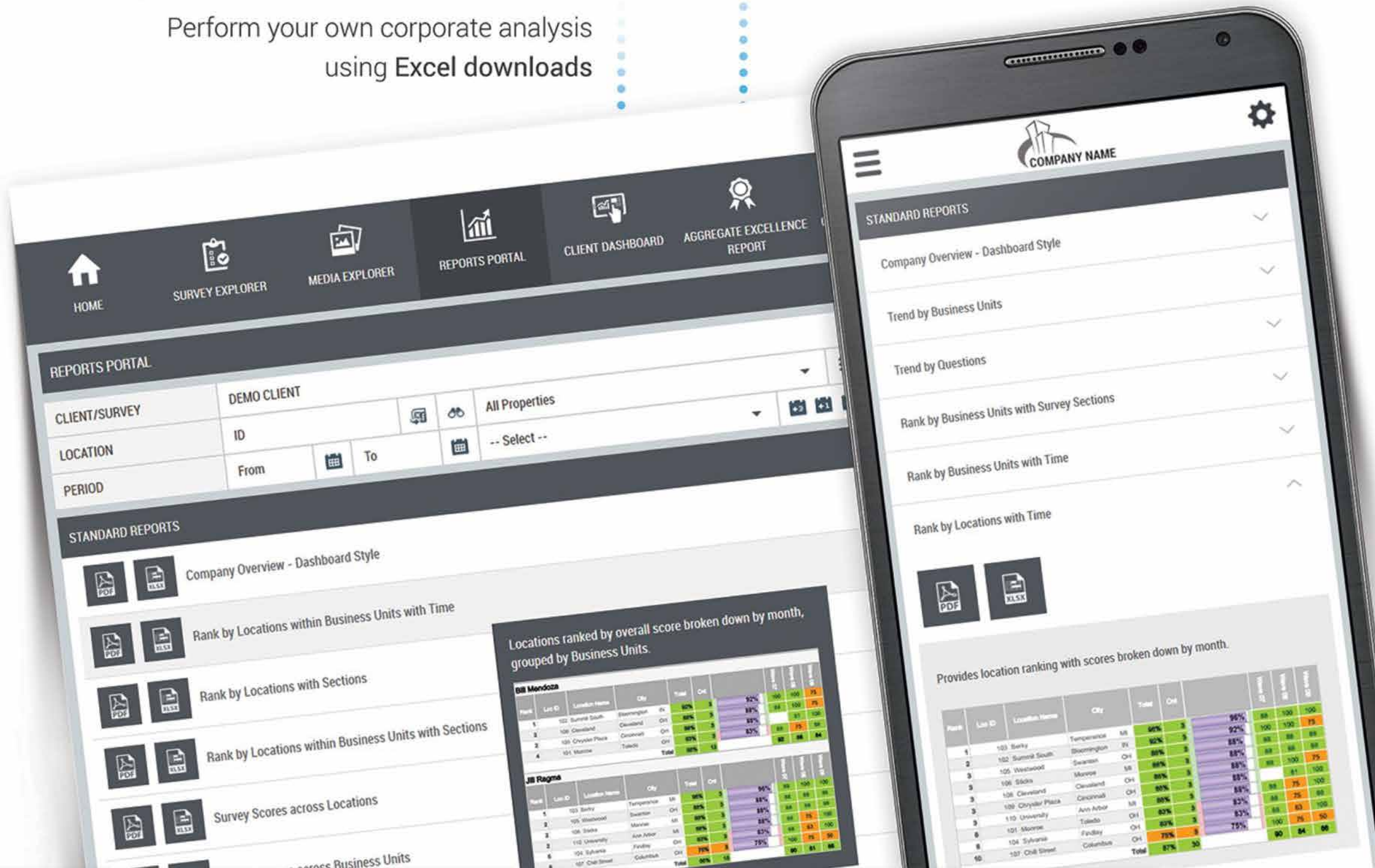


Monitor the pulse of projects with the REPORTS PORTAL component of the reporting package.

Get a multitude of color-coded, tabulated reports delivered as Excel sheets, PDFs or images

Perform your own corporate analysis using Excel downloads

Automatically receive scheduled reports via email





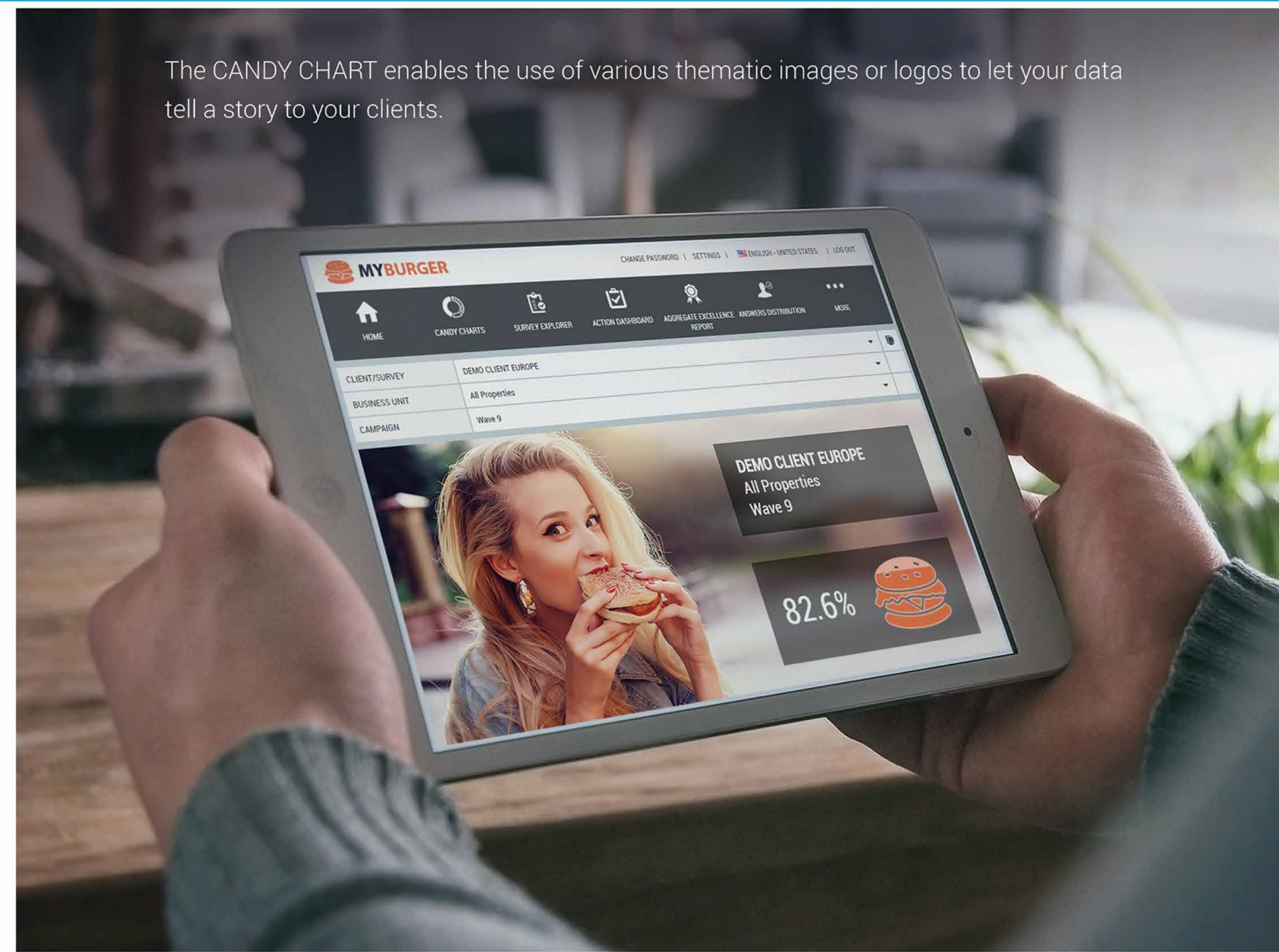
THE CANDY CHART

Let your data tell a story

The new CANDY CHART lets you create a visually-appealing representation of results.



The CANDY CHART enables the use of various thematic images or logos to let your data tell a story to your clients.



MCE ANSWER DISTRIBUTION ANALYSIS

Complete analytics with unparalleled visualisation

Instantly ASSESS DATA STRENGTH AND VALIDITY on multiple levels with these built-in indicators:

- Sample size indicator
- Response rate indicator
- Answer distribution indicator
- Statistical error indicator

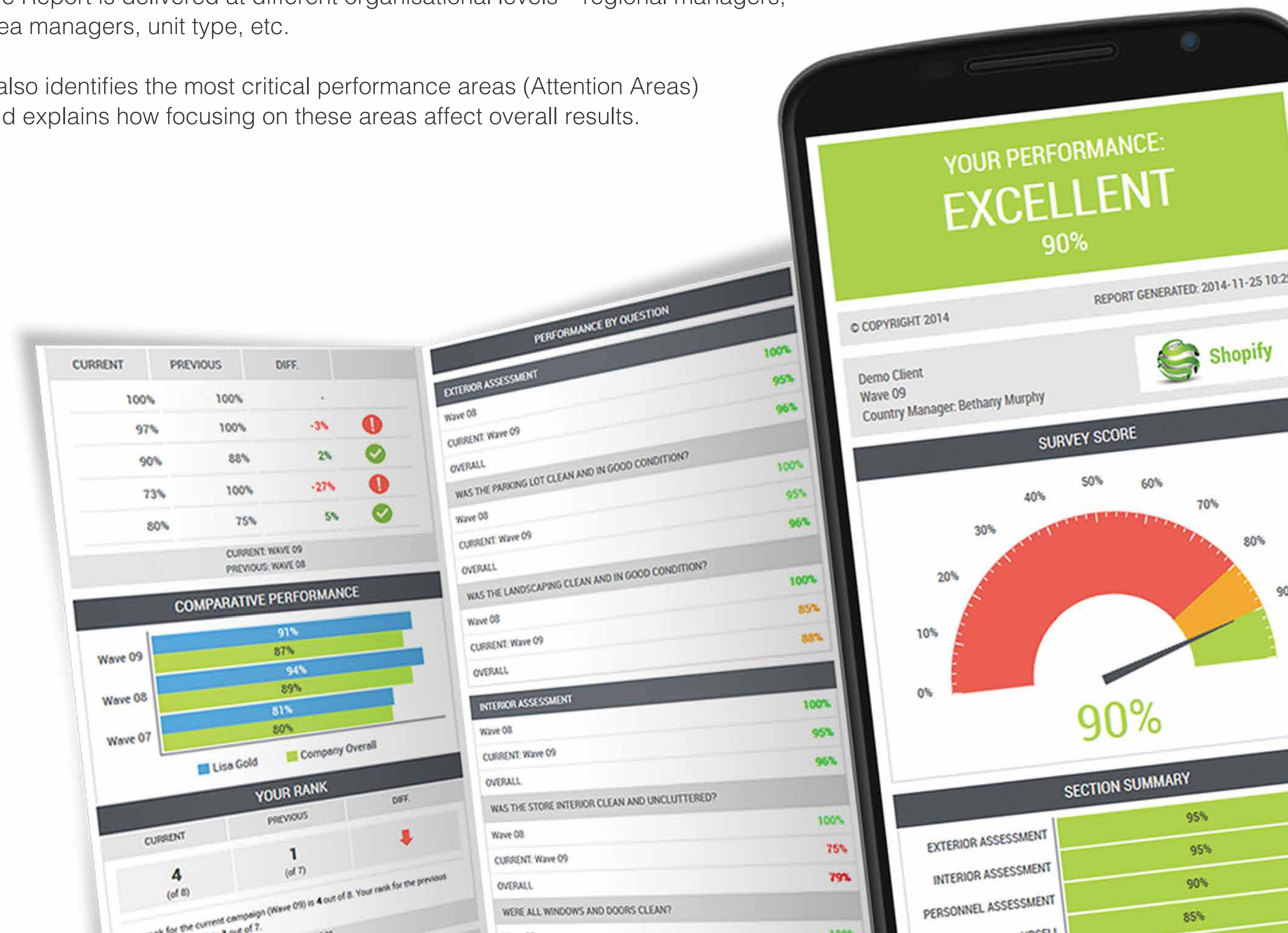


AGGREGATE EXCELLENCE REPORT

The Aggregate Service Excellence Report delivers comprehensive and easy to follow displays of key performance indicators, it delivers insights and conclusions, not just data.

The Report is delivered at different organisational levels – regional managers, area managers, unit type, etc.

It also identifies the most critical performance areas (Attention Areas) and explains how focusing on these areas affect overall results.



CURRENT	PREVIOUS	DIFF.	
100%	100%	-	
97%	100%	-3%	!
90%	88%	2%	✓
73%	100%	-27%	!
80%	75%	5%	✓

CURRENT: WAVE 09
PREVIOUS: WAVE 08

COMPARATIVE PERFORMANCE	
Wave 09	91%
Wave 08	87%
Wave 07	81%
Wave 06	80%

■ Lisa Gold ■ Company Overall

YOUR RANK	
CURRENT	PREVIOUS
4 (of 8)	1 (of 7)

DIFF. ↓

Rank for the current campaign (Wave 09) is 4 out of 8. Your rank for the previous campaign (Wave 08) was 1 out of 7.

PERFORMANCE BY QUESTION	
EXTERIOR ASSESSMENT	100%
Wave 08	95%
CURRENT: Wave 09	96%
OVERALL	100%
WAS THE PARKING LOT CLEAN AND IN GOOD CONDITION?	100%
Wave 08	95%
CURRENT: Wave 09	96%
OVERALL	100%
WAS THE LANDSCAPING CLEAN AND IN GOOD CONDITION?	100%
Wave 08	85%
CURRENT: Wave 09	88%
OVERALL	100%
INTERIOR ASSESSMENT	100%
Wave 08	95%
CURRENT: Wave 09	96%
OVERALL	100%
WAS THE STORE INTERIOR CLEAN AND UNCLUTTERED?	100%
Wave 08	75%
CURRENT: Wave 09	79%
OVERALL	100%
WERE ALL WINDOWS AND DOORS CLEAN?	100%



MCE VOICE OF THE CUSTOMER (VOC)

Voice of the Customer is feedback about your customer's experience with your product or service. VoC helps businesses better understand the needs and expectations of their customers - while also improving their products and services.

Our VoC programmes recognise and respond to the customer's voice in order to improve customer satisfaction and loyalty.

- Ability to hear what your customers care about across multiple platforms
- Capabilities to capture feedback in real-time to allow prompt reaction and resolution
- Immediate escalation ability to reduce customer churn rates
- Analysis of customer feedback combined with shop data to identify areas to improve



REPUTATION MANAGEMENT

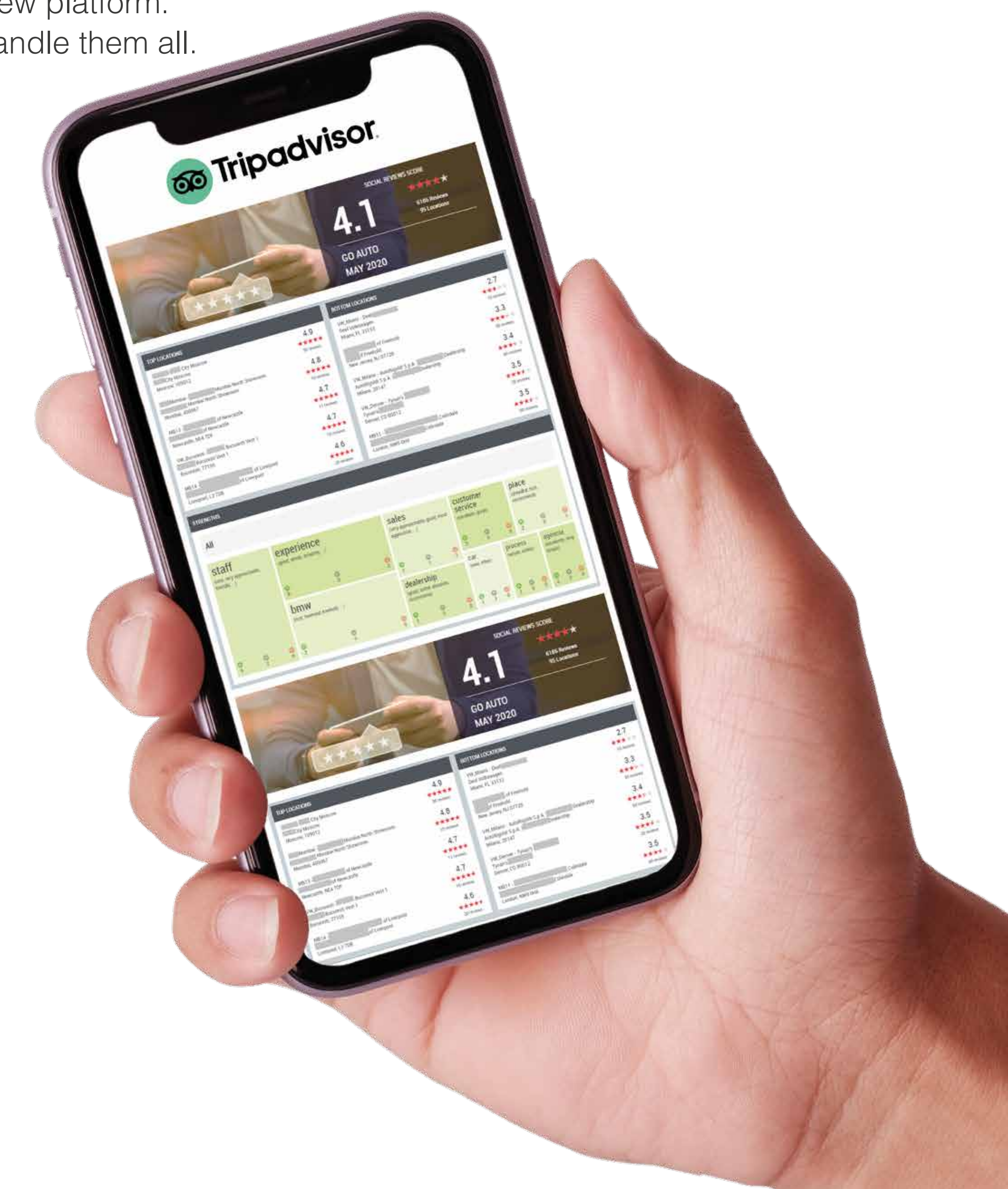
Manage all reviews in one place

No time to manage reviews? We'll do it for you.

We can take care of all of your responses with our fully managed solution. We'll hand-craft meaningful responses to your reviews, and then give you the data you need to make a positive impact.

Manage your customer feedback inside your own review platform. Route them to the unit manager or have one person handle them all.

Monitor the reviews and listings of your competitors. You can then see how your scores measure up to your competition.





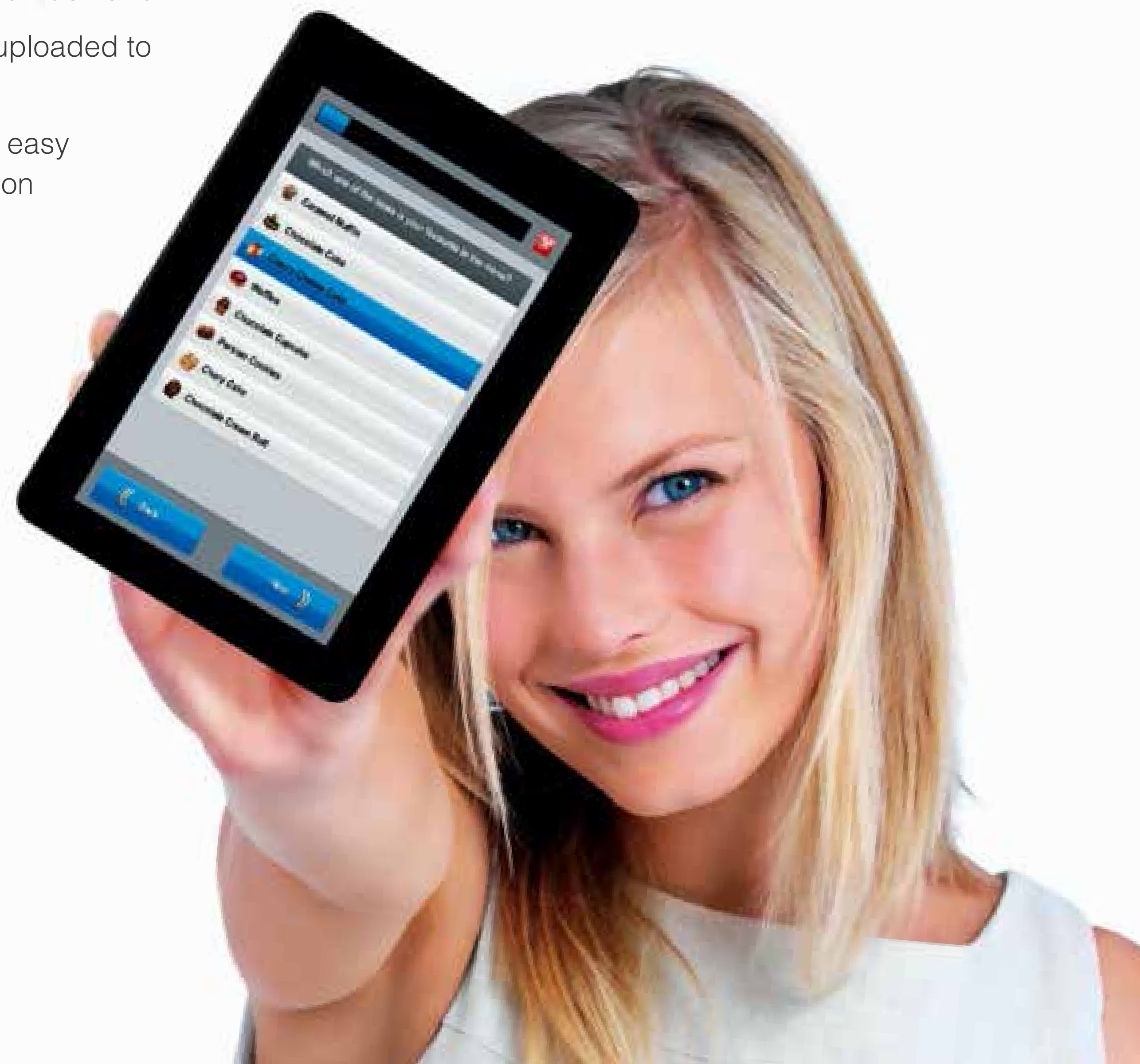
AUDIT APP

Checkpoints, record keeping
and corrective actions all in one

Starting shift checks, monthly checks, any kind of audit that needs to be performed can be completed on our app.

Depending on the results of predefined questions, the portal will instantly create an action plan and issue the corrective action to the responsible party.

- Instantly create and self-assign audits on-demand
- All completed audits are immediately uploaded to the portal for management to review
- The results are stored on the portal for easy record-keeping and recalling information



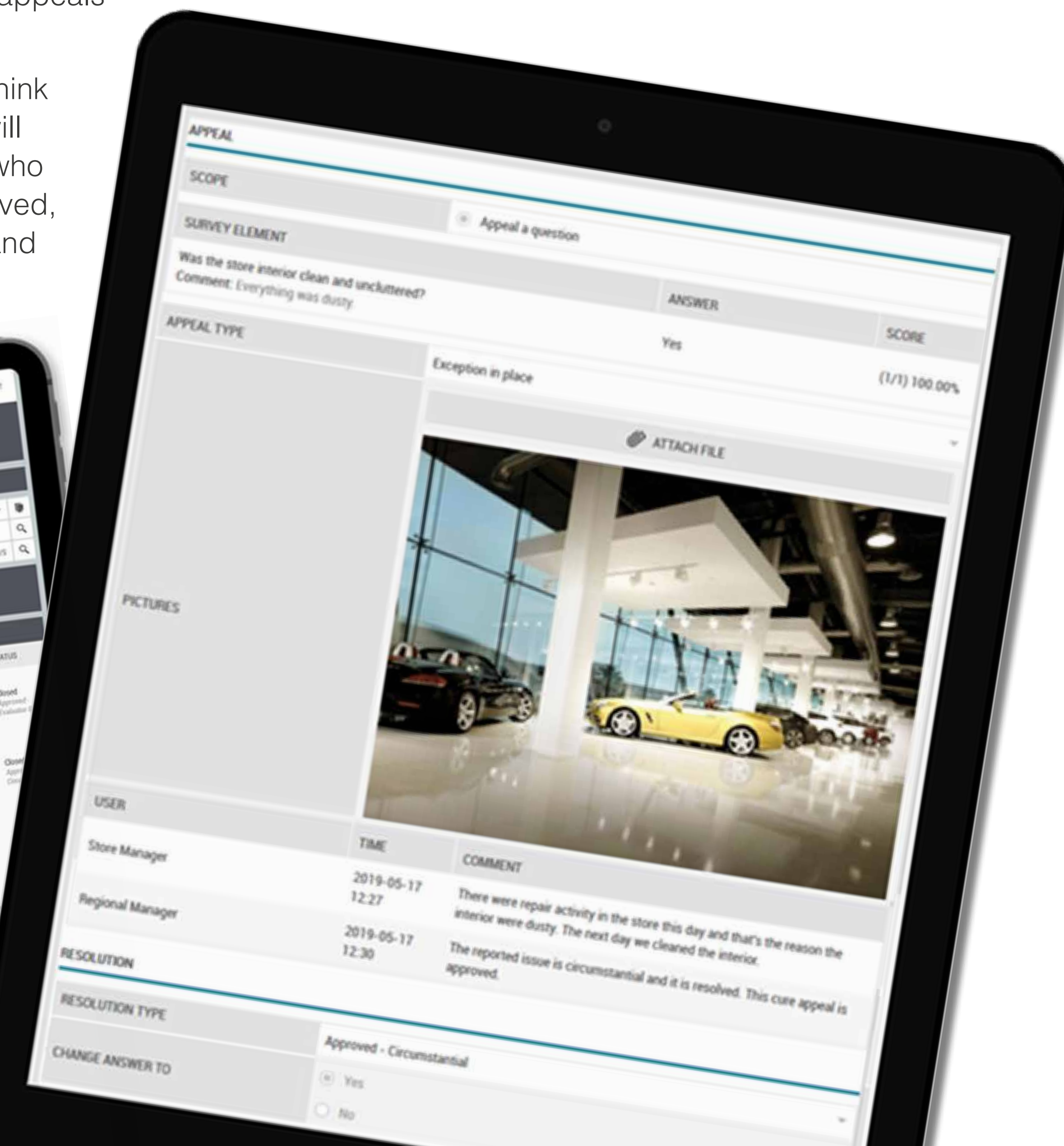
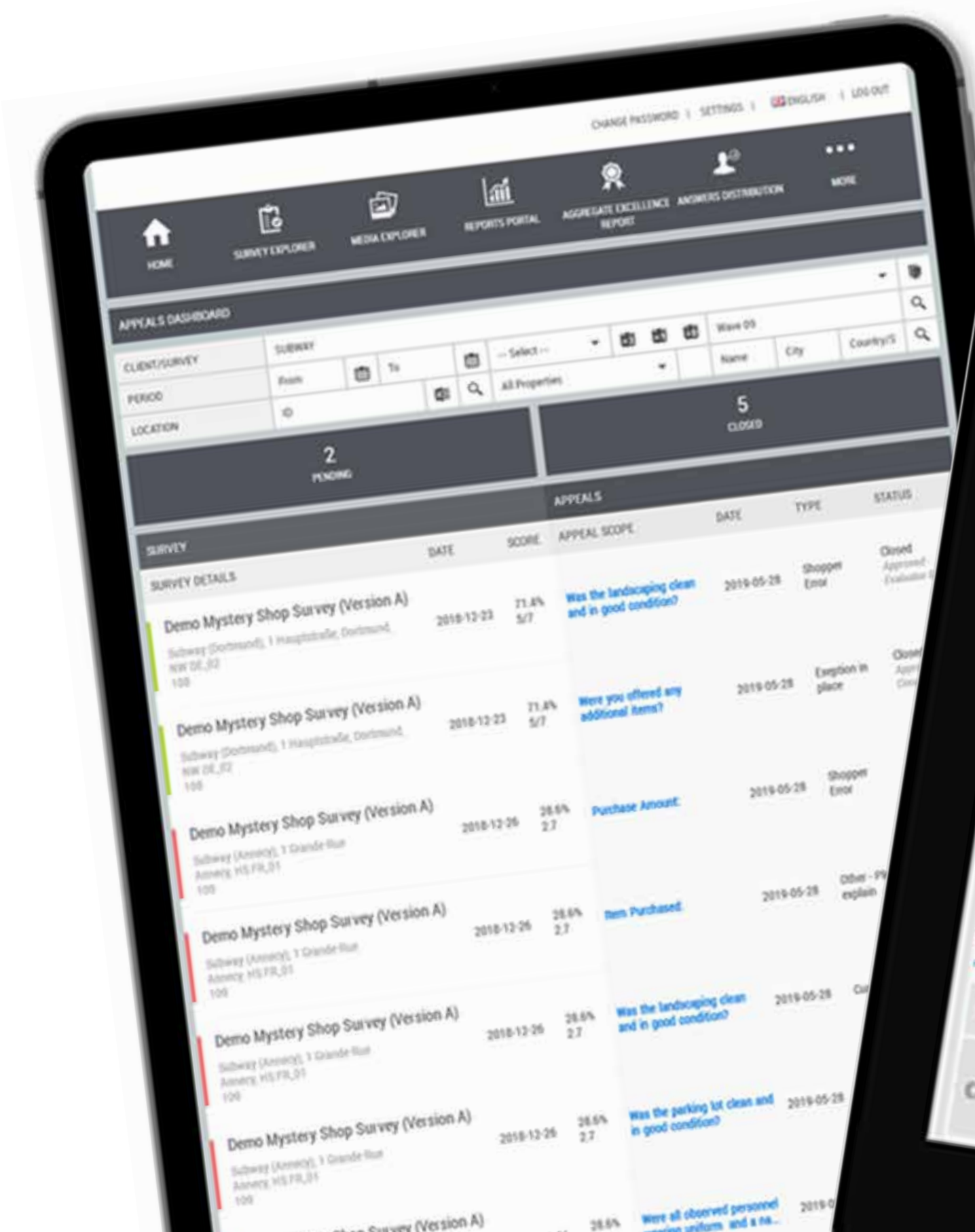
APPEALS

The easy way to address corrective actions

The appeals process improves employee engagement and empowers them to take charge of results and be heard when they proactively address issues.

- Store Managers can track progress of appeals
- Senior Managers can manage approval of appeals

Store managers can appeal questions they think are incorrectly scored, the appeals system will email the appeal to the appropriate contact who can re-score the result accordingly. Once saved, the system will instantly rescore the reports and analysis.

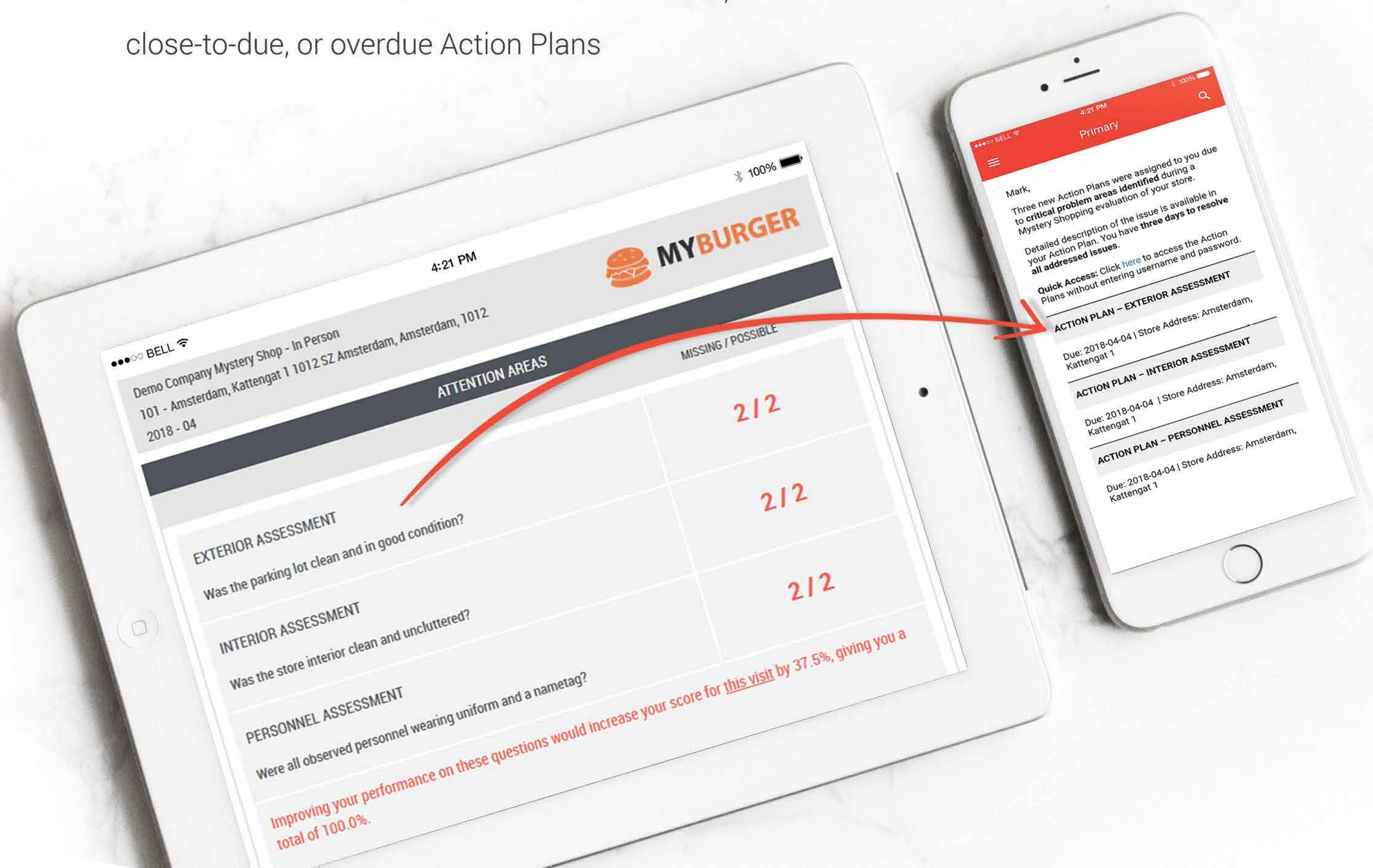




ACTION PLANS

Issue resolution made easy

- ✓ **AUTOMATE YOUR QUALITY CONTROL:** Problem Areas are automatically identified in real-time and assigned to responsible stakeholders
- ✓ **TRACK ACCOUNTABILITY:** Your deadlines are managed automatically
- ✓ **STAY AHEAD:** Automated notifications for new, close-to-due, or overdue Action Plans



MINIMAL TRAINING

Action plans are easy-to-complete

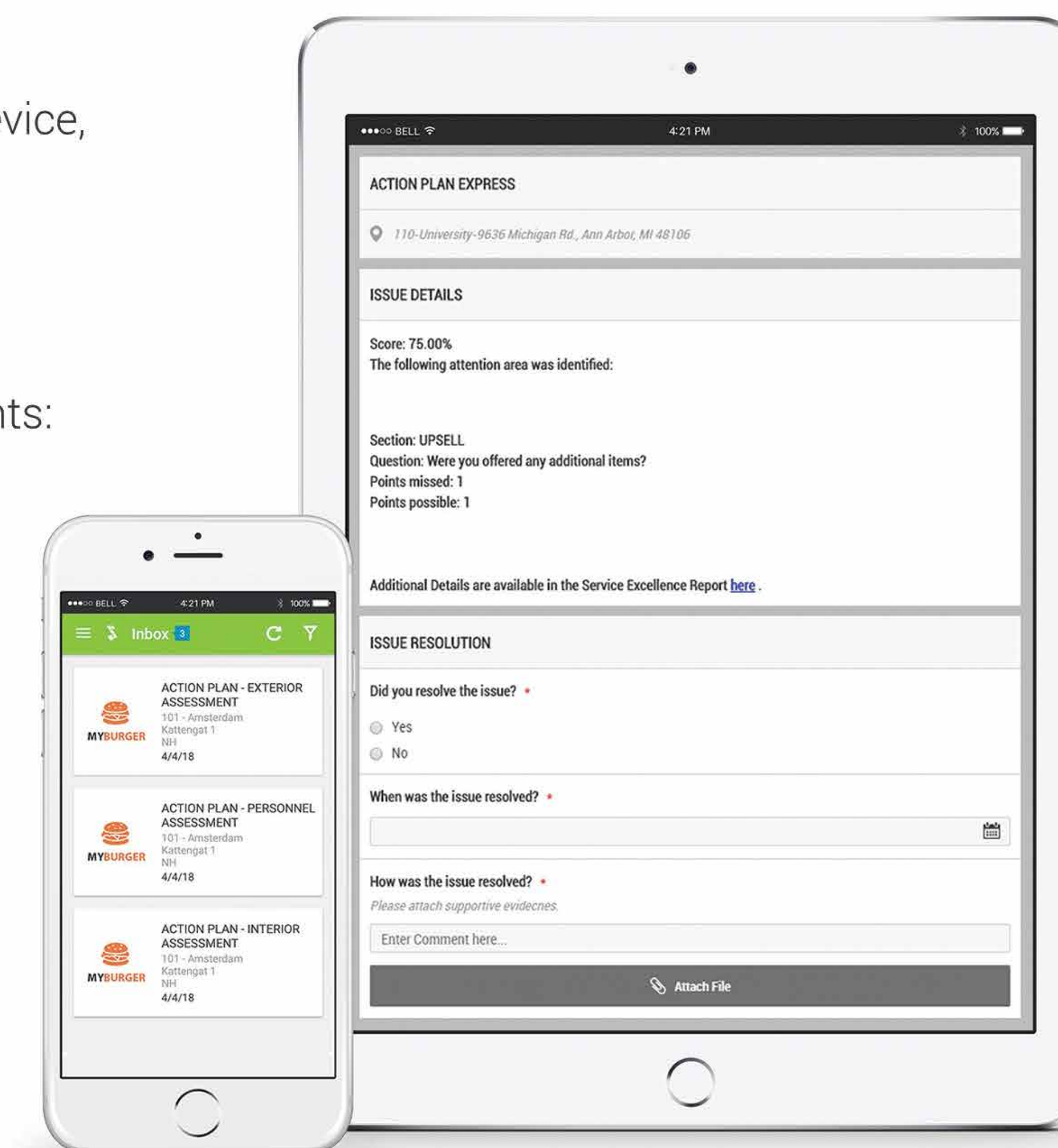
WEB AND MOBILE SUPPORT

Action plans can be completed on any device, while on-the-go.

CLEAR FOCUS

Action Plans focus on two key components:

- ✓ **Issue Description** – automatically populated from the mystery shop / audit report
- ✓ **Issue Resolution** – staff confirm that the issue was resolved, with supporting evidence (photos, etc.)

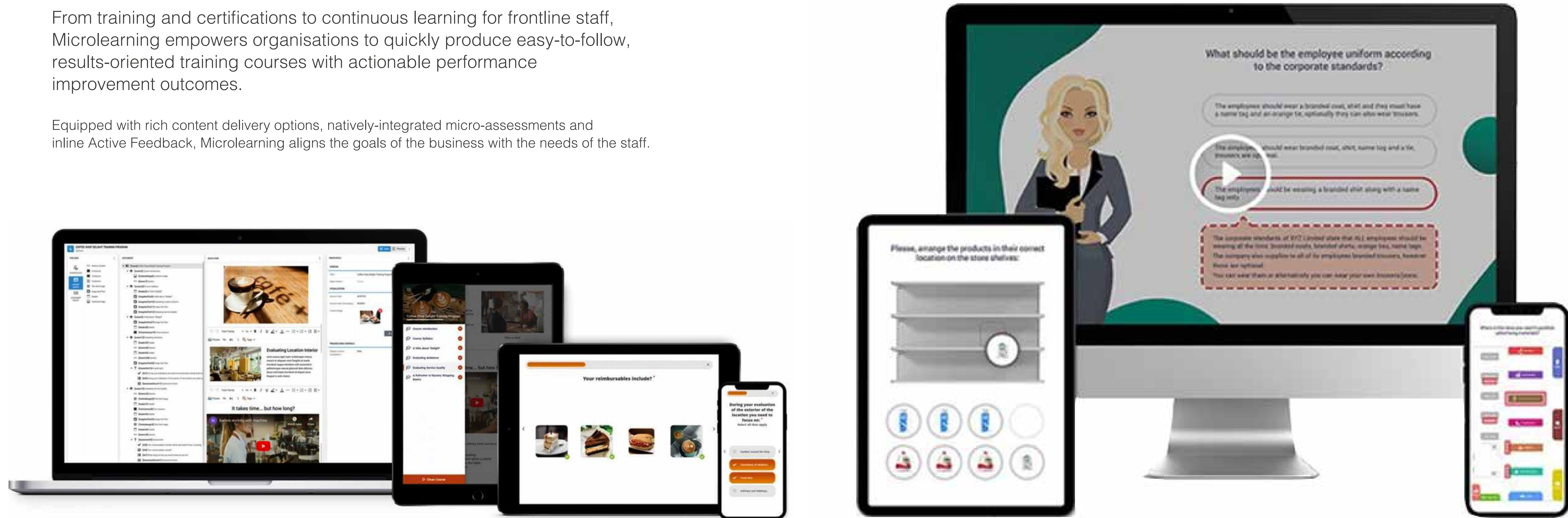


MCE MICROLEARNING

Easy-to-use bite-sized learning and micro-quizzes for training and certifications

From training and certifications to continuous learning for frontline staff, Microlearning empowers organisations to quickly produce easy-to-follow, results-oriented training courses with actionable performance improvement outcomes.

Equipped with rich content delivery options, natively-integrated micro-assessments and inline Active Feedback, Microlearning aligns the goals of the business with the needs of the staff.

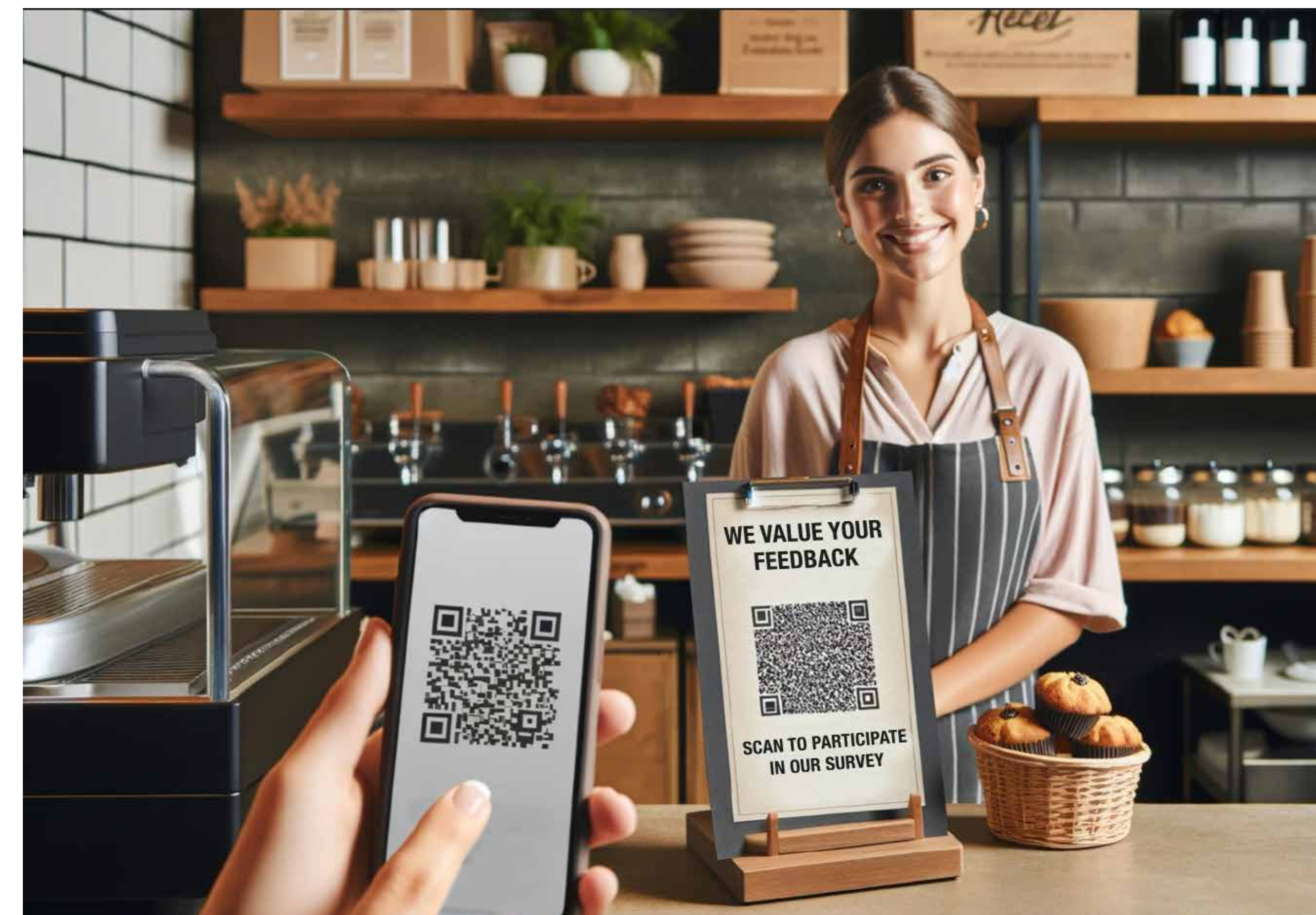




TURNING FEEDBACK INTO REVENUE



Discover if your customers are satisfied with our simple feedback platform that identifies improvements and growth opportunities.



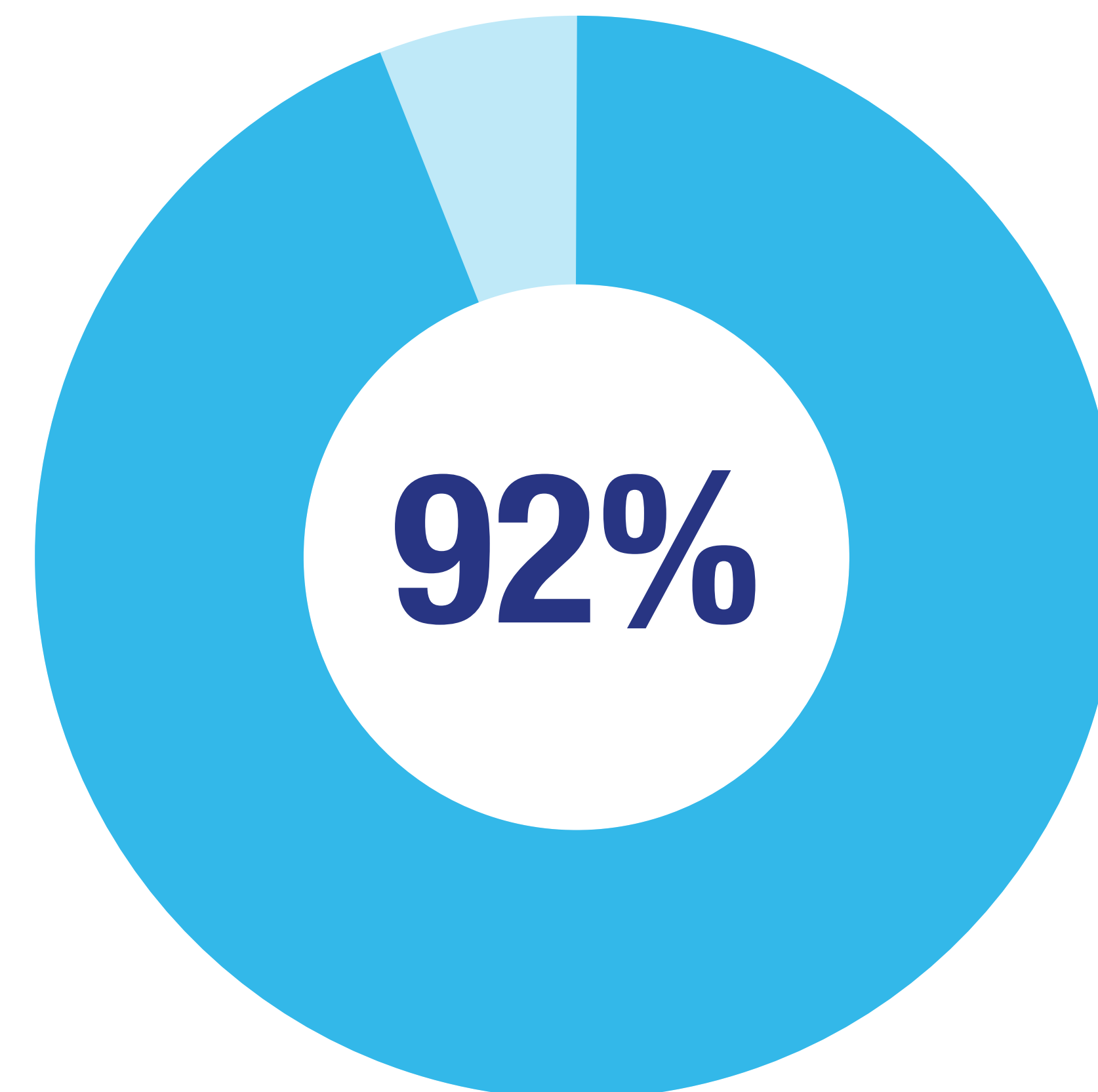
How was your experience today?



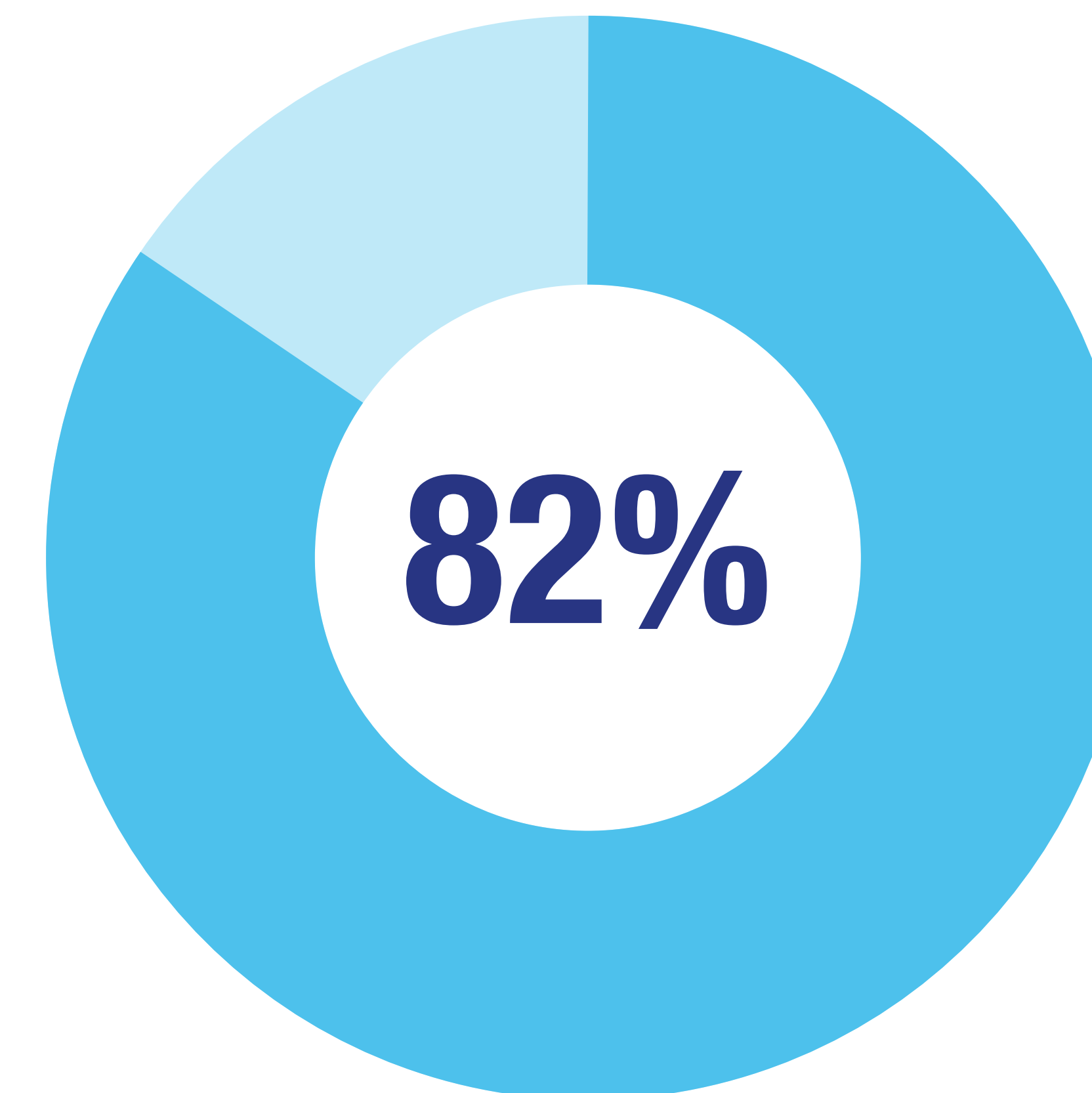


HAPPY CUSTOMERS = LOYAL CUSTOMERS

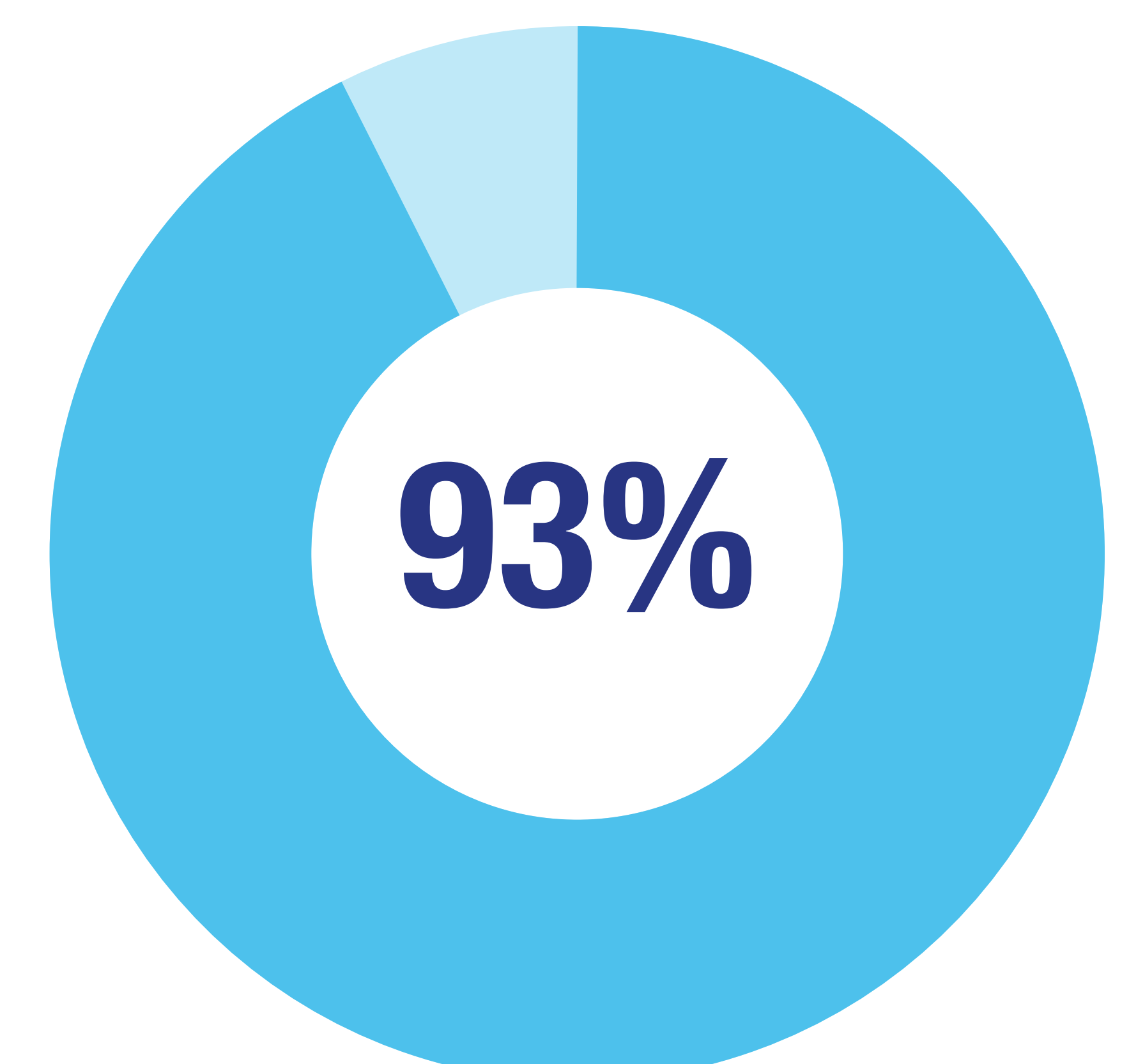
When you collect customer feedback on our platform,
you improve sales and service standards



Of customers are likely to make repeat purchases with companies that provide excellent service.



Of customers agree they're more loyal to companies that listen and resolves their complaints.

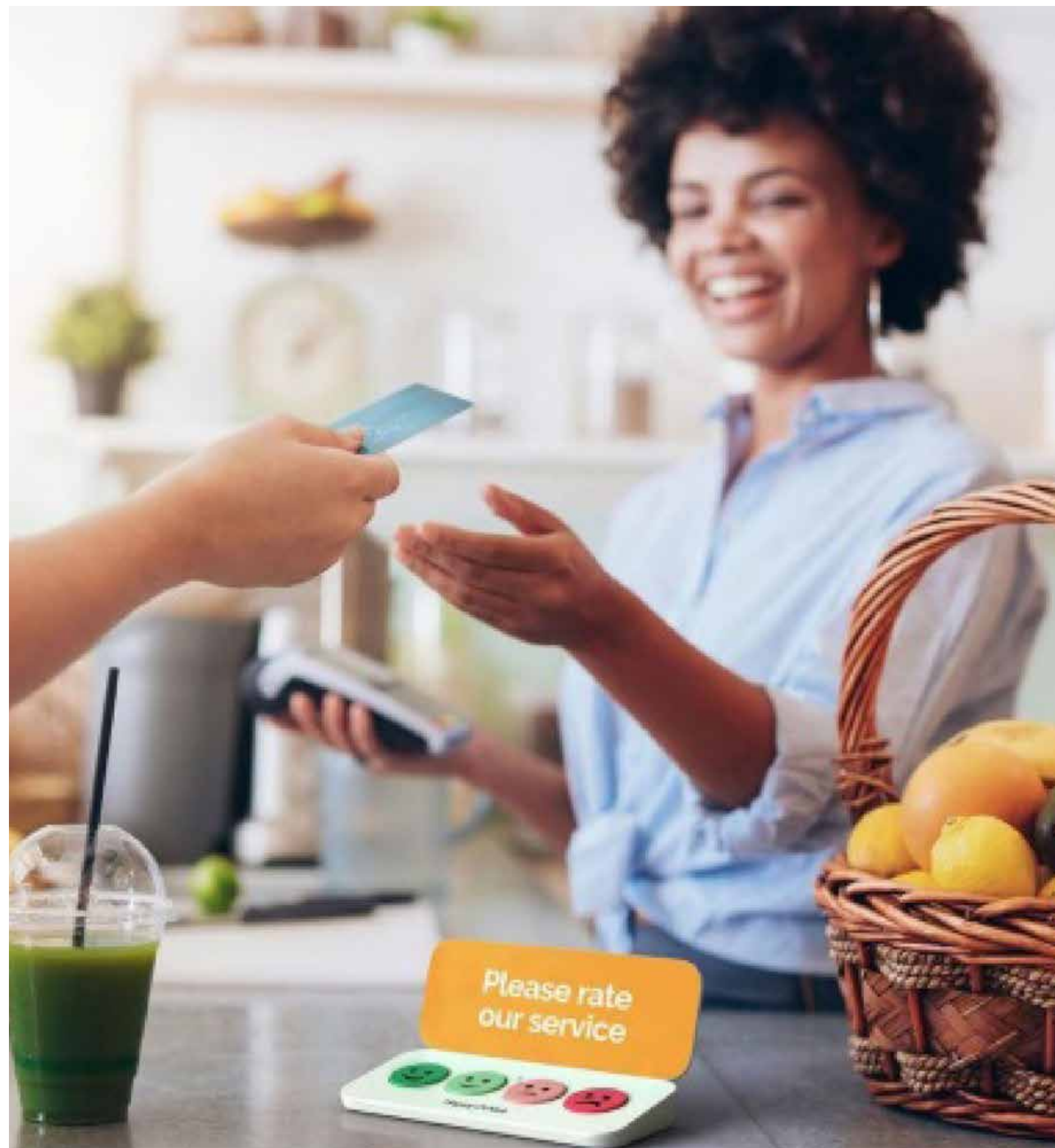


Of customers will recommend a company whose service they rate as 'very good'.



HAPPY CUSTOMERS = MORE REVENUE

Why companies choose our feedback platform



Happy customers

More likely to continue doing business with you = Increased turnover and profit.

Happy customers

More likely to recommend your business to others = Increased acquisition and growth.

Great customer experiences

Improves customer satisfaction and loyalty = Increased retention and less churn.

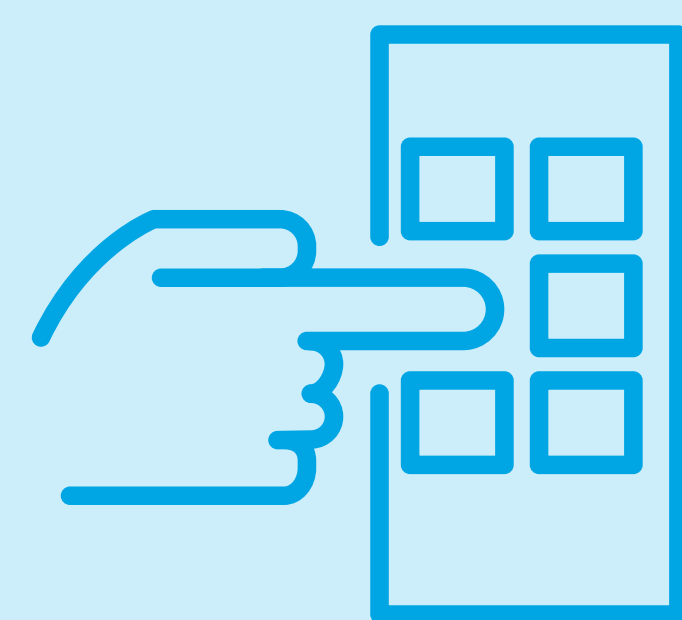
Great customer experiences

Increases company reputation and brand image = Increased employee morale and productivity.



HOW IT WORKS

Collect responses from customers and turn their feedback into long-term benefits for your company



SET UP

Place the platform stand or QR code materials at a convenient and frictionless area of your unit.



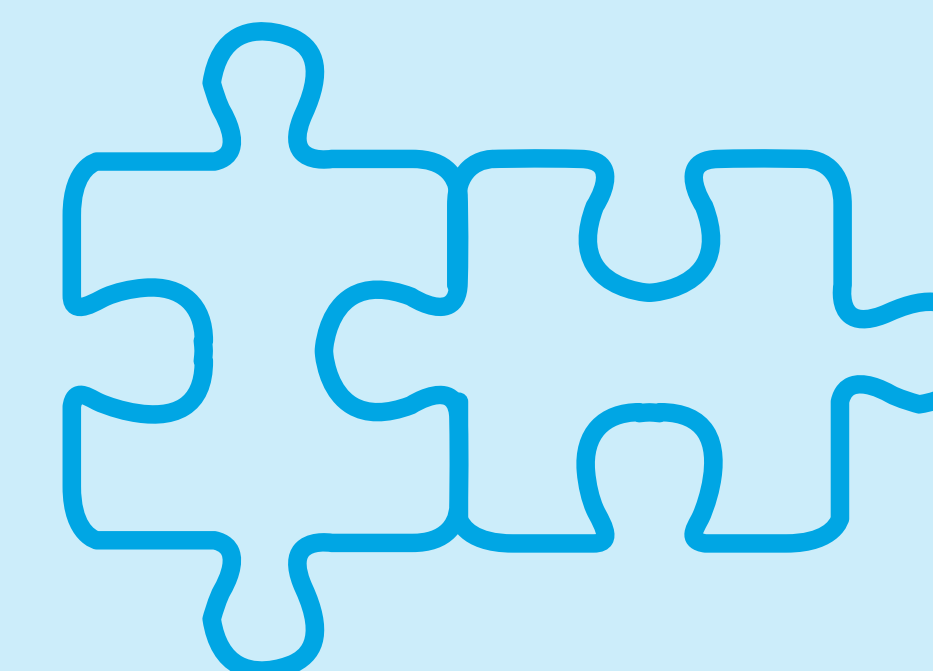
COLLECT

Your customers share feedback instantly while the experience is still fresh in their head.



ANALYSE

Make data-driven decisions that improves customer satisfaction, loyalty and long term growth.



OPTIMISE

Use the insights to optimise processes and services to ensure best practice for increased profitability.

Our instant feedback platform can be placed anywhere in your location, from the checkout to the exit, giving you a complete overview of your customer's experience. Choose the right combination for your company.



EXAMPLES



Table mounted QR codes



Posters



Table talkers



Bus stand



Table stand



Business cards



Till receipts