

GLOSSARY

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A

B

C

D

E

G

H

I

incentive based shopping program

A mystery shopping program whose results may spur a reward to the employees who were shopped..

integrity evaluations

Shops in which employees evaluated covertly are in order to measure/determine their honesty. Usually requested due to a problem and typically focused on the cash transaction between

the shopper and a specific employee. Restricted by law in some states. MSPA advises only those with private investigator licensing perform integrity testing.

Internet Performance Evaluation

Utilizes the internet to evaluate performance of internet related transaction. Typically involves measuring email responsiveness to customer inquiry from web site.

Internet Reporting

The capability of a Mystery Shopping company to send reports to the client over the Internet; or the capability of a client to access the reports via the Internet.

J

K

L

liquor pour

how long the bartender pours the liquor in seconds.

M

Merchandising Audits:

Overt or covert visits by representatives who are asked to check merchandising and point of purchase issues; including, but not limited to, the stocking, placement and pricing of specific merchandise and POP materials. Usually requested to ensure policy compliance by either a retail store or the manufacturer of the product.

The use of pre-recruited and qualified consumers (typically independent contractors) or professional staff trained to evaluate a business anonymously using a prescribed evaluation form. The

evaluation may take place in person at the business establishment or through other public media such as telephone or internet. Mystery shopping is also referred to as Secret Shopping, Spotter Services, Shopper Programs, Undercover Performance Evaluations, Anonymous Consumers, Shopper Audits, Virtual Customers® and so on.

N

O

Operations Audits:

Overt/covert evaluation of adherence to operational guidelines. Usually survey based with yes/no questions and supplemental comments. Not based on opinion, rather based on actual policy compliance.

P

Overt/covert recording of the prices of various products or services. Usually used to evaluate pricing compliance by retailer or manufacturer; or to respond to price changes among competitors.

profiles

Information on a specific person.

Q

Questionnaire

The evaluation form the mystery shopper fills out.

Questionnaire and Program Design

A service offered by Mystery Shopping or Marketing Research companies in which they assist the client with survey questions and program design. The vendor may make recommendations as to the focus of the shop, the content and wording of the

questions, the number and frequency of the shops, reporting formats, incentive programs and the use of the information.

R

S

Specific Individual Evaluations

Usually integrity related. A shop requested by a client because there is reason to believe that procedures are not being followed by a specific employee. (Could involve evaluating an employee's adherence to training, whereas employees who graduate from training are targeted for a mystery shop evaluation.)

Secret Shopping

see mystery shopping

T

Telephone Performance Evaluation

Utilizes a survey to covertly evaluate the compliance with telephone procedures of an employee or call center.

Transaction

A sale.

U

V

Video Recorded Shops

Shops in which video is recorded. Could be for either customer service or integrity. Restricted by law in some states.

W

Web shop

Utilizes the internet to evaluate performance of internet related transaction. Typically involves measuring email responsiveness to customer inquiry from web site.

X**Y****Z**

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