

Mystery Shopper Report

April 2016

Mystery shoppers have been at work in South East Queensland, visiting and calling veterinary practices and pet shops. The results make for interesting reading.

Key findings

- The most significant finding was that not one mystery shopper was offered an appointment when contacting veterinary clinics.
- The invitation to purchase and offer of add on sales also scored poorly, indicating a lack of skills or confidence in this aspect of the transaction.
- Product knowledge rated well across both visits and phone calls.
- For in person visits, the mystery shoppers gave an overall Net Promoter Score of -90.
- For phone calls, the mystery shoppers gave an overall Net Promoter Score of -44.

Cold first impressions, warm farewells.

The mystery shoppers reported many of the calls and visits not starting well, but improving and becoming warmer throughout the interaction. Only 10% businesses scored 'very good' on visit overall first impression, however this increased to 60% of business receiving 'very good' for warmth and friendliness of visit farewell. This trend was mirrored in phone call results.

Physical presentation and merchandising

Building presentation, staff presentation, general tidiness and merchandising display rated average, with a fairly even spread from poor to very good. The mystery shoppers commented that many businesses had unwelcoming or sterile feeling reception areas and untidy, poorly stocked or hard to find merchandise.

Questioning skills

The needs analysis and sales skills scored much better on phone calls than visits. There were no 'very good' results for visits in the area of questioning technique, and only 10% scored 'very good' for use of features and benefits and add on sales.

50% of visits received a score of 'poor' for add on sales.

Net Detractors

Mystery shoppers were asked "How likely are you to recommend this business to a friend or colleague", and rated that likelihood on a scale of 0-10, from 'not likely at all' to 'extremely likely'. A Net Promoter Score is calculated as a percentage from -100 (every customer is a detractor) to +100 (every customer is a promoter).

Our mystery shoppers gave phone calls in South East Queensland a NPS of -44.

Our mystery shoppers gave visits in South East Queensland a NPS of -90.

This report was undertaken by Crampton Consulting Group in 2016. This information does not disclose any names of vet practices or pet stores. This information is strictly for use in alignment with CCG and is not to be utilised in any other forum or media, unless approval is granted by CCG.