The iSecretShop Difference

The Traditional Secret Shop versus The iSecretShop – An Overview

100% Objective Data

Traditional Secret Shops are highly subjective – relying heavily on the shopper's written comments and feelings. As a result, many shops are challenged by clients when the shopper communicates poorly or the feedback is inconsistent and contradictory – resulting is a lot of wasted time, effort and money and a rejected shop.

Versus

The iSecretShop app eliminates subjectivity and replaces it with incontrovertible proof. No more, "I had to wait forever for a table," and trying to figure out what that means. Now, iSS agents will hit a timer button and measure Speed of Service throughout the entire shop – to the minute. No more, "the bathroom was filthy," or "The table was a mess." With iSecretShop, agents will take a picture for you. Wherever and whenever you require it.

100% Error-free Shops

Traditional Secret Shops require the shopper to essentially memorize a long evaluation and complete it after they leave the merchant location. In a perfect world, these shoppers have photographic memories and fill out their evaluations immediately after completing their mission.

In reality, the shoppers regularly forget key steps, questions and observations and just 'wing it.' Furthermore, few shoppers are truly diligent enough to complete their evaluations immediately – instead they go on about their busy day and 'get around to it' later that night or the following day. As a result, they forget employee names, forget how they were greeted, etc. The result is that Traditional Secret Shops often yield data of dubious value at best.

Versus

The iSecretShop app is completed the second the shopper leaves the merchant location. And because the shop cannot be submitted if even a single question is missing or a single requirement is unmet, you are guaranteed to have 100% Error-free shops each and every time. In fact, each shop section requires an Error Check be completed – so our data is fresh, accurate and immediate. Every time.

INSTANT Feedback

Traditional Secret Shops have dreadfully slow turnaround times. The fastest firms out there deliver their shop results within two weeks and their reports anywhere from 30 to 45 days out. By the time the merchant receives it, the data is stale and difficult to act on.

Versus

The iSecretShop app delivers instantaneous feedback. The instant the iSS agent leaves the store and hits "Submit Shop," several things happen. 1) The results are immediately updated in our database, 2) the designated client representative is notified of the shop via email, 3) The full shop results, including pictures and timestamps, is available online through the iSS Merchant Portal on our website and 4) the Reports are instantly updated to reflect the new information.

Instantly.

FAR Less Expensive Shops

Traditional Secret Shops cost a lot of money. With shop fees, commissions and reimbursements included, they can easily reach $125 per shop or more. As a result, most clients can only afford to purchase 2-3 per location, or are forced to rotate locations – and get a disappointingly small dataset for their money.

Versus

The iSecretShop has eliminated the overwhelming majority of cost-intensive infrastructure by leveraging smartphone technology and marrying it to our incredibly well-engineered back end system. As a result, iSecretShop can provide FAR more shops for the money (even potentially unlimited shops) for the price of even one traditional secret shop. Our fees are literally a fraction of what they pay today.

100% Fraud-free Shops

Traditional Secret Shops are fraught with errors and outright fraud. "Phantom Shops" where the shopper never actually goes to the merchant location but submits an evaluation and someone else's receipt – just to get paid – happen all too often.

Versus

The iSecretShop application eliminates this problem elegantly: since the phone always knows 'where it is' and 'when it is,' if the shopper is not at the correct location, at the correct time, on the correct date, the app will not allow the shop to be launched. Period. There is no way to game our system.

For more information please call (888) 629-0617
or email us at MerchantSales@iSecretShop.com

i secret shop

Traditional Secret Shops are purely an expense item. A necessary expense, to be sure, but they only subtract from the bottom line. Customer feedback is invaluable to any business concerned with its brand image and eager to improve the Customer Experience – and businesses pay dearly for it.

Versus

The iSecretShop transforms an expense item into a revenue-generator, increasing brand exposure, driving clients in the door and giving them a powerful reason to return again soon.

Every time an iSS agent wants to go out on the town to eat, shop or play, they will launch our app and look for any nearby businesses soliciting secret shoppers. They app will also tell them what they will be rewarded with for their feedback (cash, a valuable coupon redeemable on their next visit, reimbursements, etc).

Now, instead of going to dinner at ABC Restaurant, for example, they will choose to go to yours instead. The opportunity to give meaningful feedback to the key decision makers at a business is very compelling to most consumers – combine that with a financial incentive and they are headed through your door tonight.

Reward them with an enticement to return (such as a Buy One Get One Free) digital coupon pushed directly to their phone and you now have a customer on his or her way back to you. And you have yet another chance to WOW them with your service.

Even if the shopper chooses not to come in today, each and every time he or she opens the application, your brand, location and contact information will be right there in front of them. Again and again – try getting that with traditional marketing and advertising. Your brand will be with them everywhere they go, in every pocket and in every purse. All the time.

Demographics

Traditional Secret Shops provide shop results (at high cost and of dubious value) and nothing more.

Versus

The iSecretShop results come to you bundled with all the demographic data we can capture on the users: birth date, gender, marital status, home zip code, number of children in the household and much more. When iSS agents register with our program, this information is provided to us in their Profile – and while we will not disclose their full names, we will provide you with invaluable data to enhance and refine your other marketing initiatives going forward.

For more information please call (888) 629-0617
or email us at MerchantSales@iSecretShop.com

i secret shop

7683 SE 27th Street Suite 262
Mercer Island, WA 98040