i secret shop

The iSecretShop Difference

We'll spare you the narrative citing the reasons your concept needs the data Secret Shopping can provide. What we will highlight are the differences in the iSecretShop model and how it best benefits you:

100% Objective Data

The iSecretShop app eliminates subjectivity and replaces it with incontrovertible proof. No more, "I had to wait forever for a table," whatever 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 and *show* you.

100% Error-free Shops

iSecretShops are completed the second the shopper leaves your location. And the shop cannot be submitted if even a single question is missing or requirement is unmet, so you are guaranteed to have 100% Error-free shops every time.

INSTANT Feedback & Analytics

The iSecretShop app delivers instantaneous feedback. The second the iSS agent leaves the store and hits "Submit Shop," several things happen: the results are immediately updated in our database, an email notification is sent to corporate, and the full shop results, including pictures, timestamps, etc are available for review.

FAR Less Expensive Shops

iSecretShop eliminated 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 (potentially an unlimited amount). Our fees are literally a fraction of what you pay today.
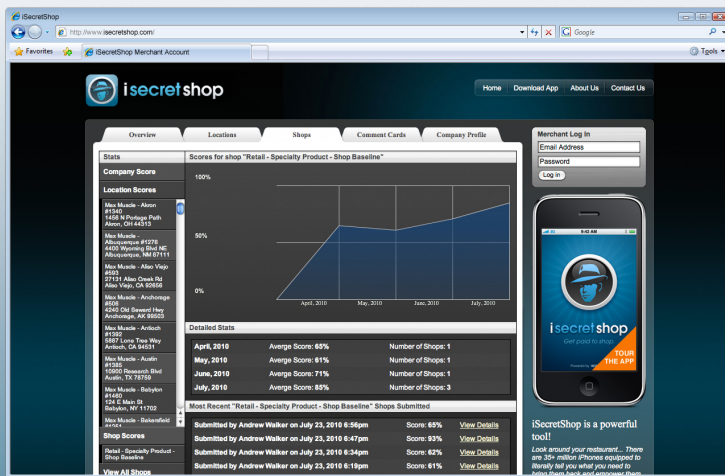
100% Fraud-free Shops

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

It's About Repeat Business

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.

Demographics

iSecretShop results come bundled with all the demographic data we can capture: birth date, gender, marital status, home zip code, and much more. We will provide you with invaluable data to enhance and refine all your marketing initiatives.

Trend reports, detailed analytics, shop results and more are updated in real time and available for review through the iSecretShop Merchant Portal.

The iSecretShop app has a clean and intuitive interface so our agents can give you perfect shops every time.

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

Three iSecretShop Programs

Built by Secret Shopping industry professionals, restaraunteurs, marketing professionals, and bean counters... iSecretShop understands that a menu needs selection in both size and scope. For this reason, we've constructed THREE engagement models for you to choose what is best for you, your situation, and your customers.

1 PAID AGENT

This program mirrors the structure merchants are familiar with: Businesses will schedule a specific number of shops per month per location, determine whether or not these shops are reimbursable (and if so, up to what maximum amount), pay a fixed price per shop + reimbursement and a monthly administration fee.

Shop results will be delivered in real time with geo-tags, date and time stamps, pictures and survey results. Businesses will also have detailed rollup reports broken out by individual location, region and top-level views.

iSS Agents will be paid a reimbursement (and commission if applicable).

2 THE ISECRETSHOP

In this exciting new program, your secret shopping initiatives expand into an incredible sales and marketing tool driving increased traffic to your locations while giving you even more feedback from a broader range of customers than the Standard Model delivers.

The iSecretShop Model does not require merchants to schedule a specific number of shops per month per location, rather it pushes an open secret shopping opportunity to any and all potential customers – for all locations at all dates and times. When an iSS app user wants to go out to dinner for example, they can check the app, see that your business has an open shop and decide to go to your store instead of a competitor's.

It works like this, instead of paying them cash + reimbursement (ala the PAID AGENT) you will offer a BOGO coupon, promotional incentive, or a smaller cash payment upon successful shop completion. The benefits here are massive: this program can replace or augment your existing coupon/marketing initiatives, increase your brand exposure and drive both new and existing customers back again and again!

3 THE ISECRETSHOP ENHANCED

This program is simply a blend of the Paid Agent and The iSecretShop – giving you all the benefits of both – and total control over the entire process.

It works exactly like The iSecretShop model described above with the added functionality of allowing you to also schedule shops at will per the Paid Agent Model.

If, for example, your business elects The iSecretShop Model but finds that virtually all the unsolicited customer feedback is coming in on weekends – and you need shop data for the weekdays, The Paid iSecretShop Model allows you to push out 'traditional,' scheduled shops for specific dates and times. This ensures that you never have a gap in your shop data and still reap the rewards of iSecretShop.

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