

MYSTERY SHOPPING SERVICES

Do you inspect what you expect?

The NCM® Mystery Shopping service is offered through Reality Based Group™ and provides an objective, customer-facing analysis of front-line associate implementation of sales and service processes. You'll get written, actionable performance reporting and comparative analytics so you can assess your store's scores against NCM client average performance and, where applicable, your NCM 20 Group average.

What are the advantages of mystery shopping?

Businesses that use mystery shopping as a performance management tool enjoy *increased sales & revenue, reduced employee turnover and improved customer loyalty & retention.*

Get trained, certified shoppers and an affordable, convenient performance management tool.

- **Pre-built shopper surveys.** NCM has prepared Internet, New Vehicle, Used Vehicle, Service, Parts, and Body Shop mystery shop scorecards for uniform assessment of performance behaviors across the dealership.
- **No set-up fees.** By using NCM's online dashboard tools, you'll save hundreds of dollars in account set-up fees.
- **Discounted shops.** Volume purchasing power is the key; whether you need a handful or a full suite of shops, NCM clients enjoy dramatic, per-shop cost savings.
- **Quick delivery.** Reality Based Group's experienced staff and nationwide network of trained mystery shoppers means you can have shoppers in your store typically within a week. Once shops are conducted, your reports are available within 24-48 hours!
- **The power of Benchmark® analytics.** See your performance as compared to your NCM peers.

Interested in learning more?

Complete the following information and our NCM Mystery Shopping representative, Heath Tull, will contact you directly or call Heath at 877.990.3456 ext. 1362.

Name

Phone Number



MYSTERY SHOPPING FAQs

Why Reality Based Group™? Reality Based Group is the leader in customer experience management, with over 19 years delivering mystery shopping solutions to over 15 vertical markets. RGB's solutions include written mystery shopping, video mystery shopping, Internet and phone mystery shopping and more, offering a holistic view of your business operations. RGB's cutting-edge analytics are accurate and actionable. What's more, Reality Based Group also enjoys the largest certified mystery shopper database in the nation, spanning over 400,000 individuals across all areas of the United States.

Is mystery shopping legal in my state? Traditional written mystery shopping is legal in all 50 states. Video/phone mystery shopping is legal in all 50 states. However, laws vary from state to state regarding the notification requirement for audio/video capture. An expertise that Reality Based Group brings to its client partners is the navigation of all applicable laws for any type of mystery shopping.

My OEM is providing Mystery Shopping, why shouldn't I just use that program? Utilizing an impartial 3rd party has several benefits, including no operational bias—RGB's shops are tailored to meet your specific needs as they relate to improving your bottom line, not centered on manufacturer interests. Also, with RGB, you're assured of trained, certified evaluators who understand what it means to be reactive, observant shoppers. And Reality Based Group can filter shoppers to most closely match your key customer demographic. Income, education, race, sex, etc. are just a few of the criteria they can use to ensure that the shoppers closely match your real customers.

What can I expect the return on my mystery shopping investment to be? Realistically, ROI must be determined on a client-by-client basis; however, the advantages of using written mystery shoppers are many and the ROI is maximized when the information obtained through the shops is used as a tool to adjust, correct and coach to the successful behaviors and processes as defined by your organization. Planned, routine use of mystery shopping and accompanying analytics also allows for trending, tracking performance improvements and as a means of manager accountability. Used accordingly, mystery shopping is proven to increase sales, revenue and retention regardless of industry.

What if my employee spots the customer as a mystery shopper? Reality Based Group mystery shoppers are rarely spotted (it happens in less than 1% of all shops they conduct); however, if the shopper is spotted, Reality Based Group will send in another shopper at no additional charge.

Am I limited by the pre-defined shopper scorecards or can I add my own areas for evaluation? Customization is allowed. The pre-built scorecards are a convenience and represent the fundamental elements of a best-practice shopper experience for peer performance comparisons.

What is the cost and what am I saving by using the NCM Mystery Shopping Service? You will avoid costly account set-up and online dashboard development fees, which typically run between \$300 and \$500 per account. In addition, NCM has negotiated volume pricing on written mystery shops so you save \$50 per shop on a la carte shops (NCM client price per shop is \$100) and even more when your 20 Group buys a bundle of shops (shop packages of 12 or more shops per member cost as little as \$80 per shop).

Have more questions? Call Heath Tull at Reality Based Group at 877.990.3456 Ext. 1362.