

# Building Your Brand: Customer Experience



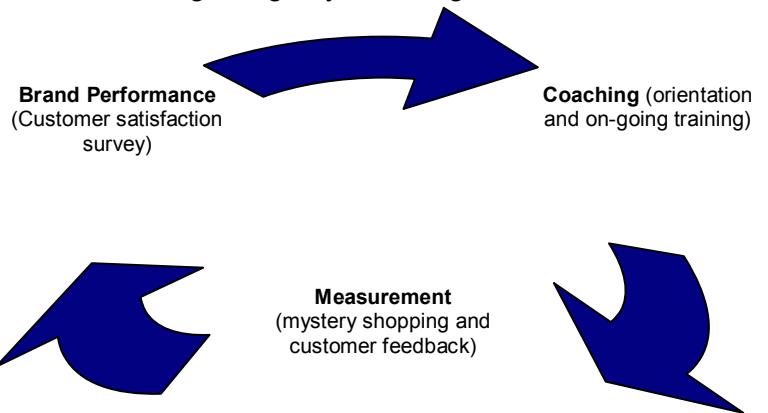
Enhancing the customer experience is a **continual cycle**, beginning with a measurement of brand performance.

Through an initial assessment of how well your staff is performing on the front lines from a customer's perspective, the performance of a brand can be measured. From there, identified areas of enhancement and focus can be developed. Through effective coaching, these key areas can be shared with front-line staff who can then implement new initiatives to act upon the customer satisfaction.

The steps in evaluating brand performance include measuring customer satisfaction, conducting mystery shopping, and obtaining customer feedback.

## Brand Performance Baseline/Customer Satisfaction Survey

It is also important to conduct a baseline measurement before beginning any coaching and in turn, measurement efforts. The baseline measurement results can also be shared with front-line staff so they are aware of the current situation and meaningful goals are set.



## Mystery shopping

Mystery shopping is an observation technique where individuals contact an organization or visit a location and proceed through an interaction or transaction with a front-line staff member in an anonymous fashion. The staff are unaware the "customer" is a mystery shopper. During the interaction / transaction, the mystery shopper notes the level of service they receive and upon leaving the site, completes a survey documenting their customer experience.

## Customer feedback

Customers who have completed a transaction are asked to provide feedback on the specific service they received. This is different from typical customer satisfaction studies as the respondent provides their feedback shortly after the transaction has taken place.

## Insightrix Research is...

a full-service market research firm with expertise in both qualitative and quantitative research. We have industry credentials and extensive experience in questionnaire design, advanced statistical analysis and data mining, focus group moderation, secondary research, and development and implementation of mystery shopping programs. For more information about the benefits of and Insightrix Research's approach to monitoring brand performance, please call an Insightrix representative.



104-110 Research Drive  
Saskatoon, SK S7N 3R3  
Phone: 306.652-5640 Fax: 306.384-5655  
Website: [www.insightrix.com](http://www.insightrix.com)

Insightrix Research Pty Ltd  
Suite 18, 62 Darlot Street, Horsham VIC 3400  
Phone: (03) 5381 1116  
Website: [www.insightrix.com.au](http://www.insightrix.com.au)