

Mystery Shopper Services

What is Mystery Shopping?

Mystery Shopping is a quality measurement tool used by businesses to evaluate the extent to which their products and services are delivering to the required standard. The mystery shopper must be anonymous to the business that is being evaluated and will undertake various tasks – asking questions, purchasing a product, behaving in a certain manner, lodging a complaint etc – these tasks will be agreed as per the focus of the evaluation.

Mystery Shopping is a very specialist service; Aisling Consultancy Ltd only provides this service within limited Business Sectors, these are as follows:

- Hospitality
- Retail
- Leisure
- Housing
- Employment

Our Mystery Shopper Services are tailored to your business and we will provide you with an in-depth analysis of the products and services being evaluated.

"Quality in a service or product is not what you put into it. It is what the client or customer gets out of it." Peter Drucker