

The Performance Edge, Inc.

Secret Shopper Quality Assurance Program

Why Implement Our Secret Shopper Quality Assurance Program?

“When Performance Is Measured, Performance Improves”

➤ **It takes months to gain new customers – but only seconds to lose them.**

If your customers have a **Bad Service Experience** – They won't tell you – But they will tell their friends and they won't come back.

It costs up to **5 times more** to attract a new customer as it costs to keep an existing customer happy and coming back!

Our Quality Assurance Program can be implemented for a **fraction of your advertising budget**. It **pays for itself** many times over in terms of **increased revenues** and **repeat business**. You may be asking the question “Can I afford to implement this program?” A better question may be “How can you afford not to have this program? **How much is it costing to not have it**?”

➤ **Poorly defined expectations will result in inconsistent performance and quality.**

If you don't know where you are going, how will you know when you get there?

If each member of your service staff doesn't know “Exactly **what is expected** of them” how can they consistently perform? Our Quality Assurance program helps you establish and communicate your “**sequence of service**” and associated standards to each member of your staff – **company wide**. Each time an evaluation is completed, it reinforces those standards and turns the attention to the areas that need attention. Most of our clients have implemented our evaluation forms into their orientation as well as ongoing staff training.

➤ **You must Inspect what you Expect.**

You must keep score in order to know if you are winning or losing.

Can you imagine participating in a sports event and not finding out the score until the end of the game? If you don't have a consistent, objective and on-going system to **Inspect and Measure** your sales and service efforts how will you **catch problems early** and know where to **focus your training resources**?

Our Quality Assurance programs provide on-going inspection, measurement and feedback. We inspect, score and **track dozens of performance criteria** for you both **currently** and **historically**, along with variances and trends. Our **company wide ranking and comparison** reports allow upper management to identify problem operations in moments. You **can monitor 5 stores or 500 stores in a matter of minutes** so your energy and resources can be focused where most needed.

Imagine being able to **select any performance standard** in your company, for an individual store, region or company wide, **and know how you are doing** in the current month, prior month, for the quarter and year-to-date **within minutes**. For example: What percent of the time are our servers specifically mentioning desserts?

Also imagine being able to **get that specific information** from our website, **any time, day or night**, from **anywhere with an Internet connection** with your personal UserID and Passcode to our secure web site?

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Key Features of Our Secret Shopper Quality Assurance Programs

We use cutting edge, cost- saving technologies.

- ▶ - Scheduling shops, inputting reports and report processing are all done through the Internet.
- ▶ - Reports are electronically generated and scored. This means typed, legible and accurately scored reports
- ▶ - Report data is maintained in a database, enabling sophisticated reporting of current and historical results
- ▶ - All reports are reviewed by our staff to ensure complete, accurate and quality reports
- ▶ - Reports can be viewed and printed by our clients through our secure Web Site with a Standard Internet Connection and Microsoft Internet Explorer Browser (widely available and freely distributed)
- ▶ - Managers can be assigned a UserID code and Passcode that will enable them to view ONLY the reports and locations they are authorized for. For example: A regional manager can be set up to access all reports for his/her region.
- ▶ - Reports can be printed on a laser printer or in color (see samples) from our web site or from an emailed report attachment.
- ▶ - Reports can also be emailed, faxed or mailed.
- ▶ - We regularly use and encourage the use of e-mail. However, we are always just a toll free phone call away for our clients whenever you need us.

We customize to your Sequence of Service and operating cycle.

- ▶ - We will customize our program to reflect your service and quality criteria
- ▶ - In addition to tracking Service, Food and Ambiance categories, we can set up and track up to 6 additional subcategories with separate scores and charts i.e. Suggestive Selling, Hostess, and Manager Presence etc.
- ▶ - YTD totals can be reset at the end of your fiscal year or can reflect a 12-month rolling average

Evaluators.

- ▶ - Our evaluators are carefully selected and receive on-going training. They are required to have Internet access so that reports can be completed timely and accurately.
- ▶ - We can easily perform timely and professional evaluations anywhere in the United States.

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Benefits:

Measures your Performance in the areas of:

- - **Hospitality** & customer service.
- - **Suggestive selling** of goods and services.
- - **Products** - quality, appearance, packaging, value etc.
- - **Ambiance** - Inspection of facilities and surroundings.
- - **Telephone effectiveness** - promoting you and your image.
- - **Compliance** to loss prevention controls and procedures.

Objectively "Inspects your Expectations."

- - Based on **your criteria** and company **standards**.
- - From an **objective** and **independent third party**.
- - Lets you know **how your service staff is really doing**.
- - Provides **valuable feedback** from the **customer's view point**.

Increases employee Awareness and Accountability.

- - **Great management tool** for all levels of management.
- - Helps **communicate standards and expectations** to employees.
- - Provides **motivation and incentive** to employees.
- - **Pin points problem areas** for training.

Performance measurements allow you to Keep Score.

- - **Reports are quantified, scored and tracked over time**.
- - **Analysis reports highlight weak and strong areas**.
- - It's easy to **know if you are winning or losing** and why.

Program is Cost Effective and Affordable.

- - Costs **only a fraction of your advertising budget**.
- - It **costs less to keep existing customers** than to get in new ones.
- - **Pays for itself** many times in terms of:
Increased sales, service and quality.
More **repeat business** and **referrals** to friends.
A more aware and **accountable service staff**.

Everybody WINS.

- - **Customer Wins** - **Increased** customer satisfaction.
- - **Employee Wins** - **Increased** tips, skills and self-esteem.
- - **Company Wins** - **Enhanced** image, sales and repeat business.

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Other Services.

We also provide the following services:

- Telephone effectiveness evaluations
- Guest feedback surveys
- Employee opinion surveys
- Exit polling
- Consultation and training

Please give us a call for more information.

We look forward to serving you!