

CLIENT TESTIMONIAL:

“AND Agency gave us much-needed feedback from our customer’s point of view. The reliable insights helped form the basis of our next move forward.”

Mystery Shoppers Visited 38,000 Retail Locations and Provided Client with Actionable Insights

CHALLENGE:

The client wanted to ensure frontline staff were consistently adhering to established best practices and optimizing the customer experience.

Of importance was to measure the teams’ effectiveness in key areas that would lead to increased customer spend: advice conversations, customer interactions, first impressions, turnaway and callback rates, and overall experience.

SOLUTION:

- AND Agency worked with client to develop and launch a national mystery shop program, sending mystery shoppers to 1,000+ branches and calling telephone banking call centres.
- Over 20 unique shopper scenarios were developed to evaluate performance for different lines of business.
- Time of day and day of week quotas were maintained to allow for data segmentation
- Shopper blackout rules were developed to help minimize chances of shopper being identified
- Phone lines were obtained from five different providers to portray localization of outgoing calls (ie. call display would show a local phone number)
- Results were uploaded to AND Agency’s reporting platform, allowing for immediate action to be taken based on the insights

THE CLIENT:

Financial institution with more than 1,000 branches nationwide. The bank operates multiple lines of business including: investment banking, mortgages, small business and everyday banking.

RESULTS:

- Measured 38,000 mystery shop experiences
- Insights allowed client to determine where focus was required and identified areas of improvement. For example, based on the findings strategies were implemented to lower turnaway rates and increase callback rates to improve the customer experience.

ABOUT AND AGENCY:

AND Agency, LLC delivers an innovative brand of marketing and business process outsourcing. Our mission is to provide engaging solutions designed to improve your brand and strengthen your customer relationships. In simple terms, we strive to inspire and be inspired, and offer a wide range of services to fit your needs and turn big ideas into reality.

Would you like to know more?

Email: info@andishere.com
Call: (800) 461-3924

Contact information:

1220 Sheppard Avenue East
Suite 100 Toronto, ON
M2K 2S5 Canada
Phone: 800-461-3924