

it's
about
the
customer.
experience



Mystery Shopping

Get in touch with the service reality
within your institution

smart tools

meet your business objectives

expert support

ensures accurate implementation

sustainable results

data integrity you can rely on

Mystery Shopping

Do your employees create memorable experiences for your customers? Does your service evoke positive, emotional responses? Do you really know what your customers experience in banking with you?

Mystery Shopping

Research proves that when you exceed customer expectations, you expand customer relationships.

For over 20 years, our mystery shopping, customer satisfaction and competition studies have been tailored specifically to meet the needs of clients in the financial services industry, including regional holding companies, community banks, savings banks and credit unions.

Philosophy

We know that each financial institution is different, so every program designed by Pinnacle is unique. We identify, track and trend behaviors that make a difference in your institution's overall performance. We work closely with you to customize programs that fit your needs, objectives *and* your budget.

A performance measurement program geared toward positive reinforcement of employee performance is instrumental to staff development efforts. The detailed responses supplied by a shopper encounter provide your management team direct insight into areas that warrant re-training while also highlighting your outstanding performers. Ongoing assessment helps identify opportunities for motivating and educating a successful, service-focused and sales-oriented team. When properly presented, employees see mystery shopping programs as an opportunity to demonstrate their sales and service abilities.

Performance Measurement

We recommend the service types that best address your organizational goals, while staying within the confines of your budget. Interview type, shop types and frequency can vary by location to avoid schedules that over- or under-shop/interview any particular area. This allows you to target branch locations and regions that require more attention and to focus your budget dollars accordingly.

We work closely with you to determine all scenarios to be used within your mystery shopping program. Platform and telephone scenarios include your full retail product offering. Teller scenarios consist of live transactions, either deposits or cashed checks, giving your employees the opportunity to meet each of your customer service standards and to interact with shoppers as everyday customers. All scenarios are developed with specific attention to the current level of employee training and employer expectation.

Setup time of approximately two to three weeks is required for a basic service quality study. The setup time begins once we receive all information necessary to complete your project, such as:

- Branch listings
- Special instructions
- Addresses
- Approved custom questionnaires
- Telephone numbers
- Reporting requirements

Smart Tools

TELEPHONE SHOPPING

Telephone shopping is a cost-effective, true-to-life evaluation of your service levels. Calls can be directed to your platform, lenders and/or call center. We assist in developing appropriate shopping scenarios and surveys.

- Did the employee ask for the business?
- Was the caller thanked for the inquiry?
- Did the employee offer additional assistance?

FACE-TO-FACE SHOPPING

In-branch shopping provides your institution a systematic and verifiable solution for monitoring the effectiveness of your employee's face-to-face sales and service levels. These shopper encounters generate continual feedback and actionable data on:

- Client experience
- Employee motivation
- Service quality
- Training retention
- Adherence to service & sales standards
- Coaching opportunities

Pinnacle experts work closely with you to design customized surveys and scenarios that specifically target your goals and objectives.

INTERNET SHOPPING

Make sure your customers are receiving the same level of service whether banking online or within your branch. Employee response time, courtesy and sales skills are often quite different when interacting with customers online. When your bank incorporates Internet mystery shopping, shoppers access your website to make routine inquiries that require employee intervention or response. We evaluate your online service expectations, incorporating this often-forgotten contact point into your formal service standards.

CUSTOMER SATISFACTION

Customer satisfaction interviews can serve as an *additional* data collection tool or an *alternative* for institutions not yet ready for a comprehensive mystery shopping program. Various types of customers may participate in a study:

- Existing customers
- New customers
- Closed account customers
- Commercial customers
- Investment service customers
- Mortgage loan customers
- Consumer loan customers

COMPETITION STUDIES

Leverage your position in the market by understanding the products and service levels offered by your competitors. You have the opportunity to take advantage of an apples-to-apples comparison of your competitors' service levels with your own. Our competition studies tell you what differentiates you from the institution across the street. Simply identify the institutions for the study, and we do the rest.

Expert Support

Shopper Recruitment/Support

Our in-house recruitment specialists secure shoppers who live or work within your local branch communities. This ensures employees have the opportunity to interact with shoppers in the same manner they would any customer entering the branch. Teller shoppers hold accounts at your bank, or they will become customers in order to conduct real, true-to-life transactions. Platform shoppers are also from your local market and are replaced each shopping cycle to avoid identification.

We believe it is critical to use a blend of customers and non-customers as shoppers in order to obtain varied perspectives about the bank, conduct true-to-life transactions and effectively critique missed sales opportunities due to ineffective sales skills and/or inferior service standards. However, if you prefer to use strictly customers as shoppers, we will gladly accommodate your request.

All shoppers receive instructional materials and client guidelines. If shoppers need additional assistance, they have access to a toll-free telephone support line.

Account Managers

Each of our clients is assigned an account manager who administers and manages the day-to-day operations of their performance measurement program, freeing bank employees to focus on other tasks. All account managers have extensive experience in the mystery shopping/customer service industry and previous banking experience or background in service-related fields.

Sustainable Results

Quality Control

In order to ensure data integrity, our team maintains a stringent quality control process. All surveys are examined and guaranteed for completeness, consistency and accuracy. If, for any reason, a mystery shop or customer interview does not meet our standards, an additional shop and/or interview will be completed at our expense prior to any information being released to you. Surveys are meticulously verified and edited. When necessary, shoppers/interviewers are contacted for additional information or clarification.

Web-Based Reporting

Management-ready reports provide a straightforward analysis of your survey results at any level of detail you require. Our web-based reporting system allows for direct access and distribution of reports. You can filter data to the format that best works for you and view newly-released shops immediately after the quality control process. Reports are user-friendly and may be restricted or assigned to specific levels of management.

Incorporating an Incentive Program

It is extremely important for the program to be presented to your employees in a positive way. Employees who are motivated by a fair reward system have been shown to meet and exceed expectations. If you would like more information about preparing an incentive plan to compliment your program, we can offer our suggestions.

Demo It Now and Contact Us Today

Demo our Mystery Shopping Reporting System online at pinnstrat.com. Then call us at 800.741.7758 or email info@pinnstrat.com to schedule a complimentary consultation.

The Pinnacle Difference

Expertise in the Financial Industry

We cater exclusively to the financial services industry and are intrinsically aware of the importance that service quality plays in today's financial environment.

Custom Designed Surveys

Tailored specifically to your company's organizational objectives and training goals, our staff works closely with you in the design of a customized program.

Precise Scenario Construction

Platform and telephone scenarios include the full retail product offering of your bank. Teller scenarios consist of live transactions, giving employees the opportunity to satisfy each of your service standards and to interact with shoppers as everyday customers.

Strategic Alignment of Shopping Matrix

Shop types and frequency can vary by location, allowing you to target areas that require more attention and to focus your budget dollars accordingly.

Proven Quality Control Process

Shops are carefully reviewed for completeness, consistency and data integrity, so your results are timely, accurate and dependable.

Account Managers

Your Pinnacle account manager administers the day-to-day operations of your program, so your employees are free to focus on other tasks.

Shopper Recruitment

To obtain varied perspectives and to effectively critique missed sales opportunities, we prefer assembling a mix of shoppers representing current and non-customers from within your local branch communities. We can also accommodate occasions when it is preferable to utilize only customers as your shopper base.

Actionable Data

Our in-house team designs questionnaires to target your specific service measurement objectives. Management-ready reports provide straightforward analysis of your survey results at any level of detail.

Web-Based Reporting

Completed reports are promptly accessible online and can be sorted at any hierarchical level you require.

Consulting/Continual Program Evaluation

We recommend the service types that will best address your organizational goals and yield the greatest impact within the confines of your budget. Then, as service levels, sales needs and training programs evolve, continual assessment of your program's development is an integral part of our ongoing service.

Commitment to Quality

Our staff is dedicated to providing the highest quality service in the industry. Our reputation speaks for itself. We encourage you to contact our references to hear first-hand how we perform for our clients.



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