



# Mystery Shopping

Service quality plays an important role in today's highly competitive financial environment. Do your employees create positive *and* memorable experiences for your customers? Leave a lasting impression that will attract new customers and strengthen relationships with current ones.

Mystery Shopping from Pinnacle Financial Strategies can enhance sales and customer service effectiveness, improve customer satisfaction and assist you with employee development efforts.

## With Mystery Shopping you can expect:

- Consultative support from former bankers with extensive customer service experience focused on you and your institution.
- A variety of professional data-capture tools, ranging from onsite evaluations with tellers and platform personnel, to telephone surveys, marketing campaign audits, target-market studies and customer satisfaction interviews.
- Customized, behavior-specific surveys and scenarios tailored to support your quality initiatives, training goals and organizational objectives.
- Online access to findings via a secure, password-protected system available around the clock.
- Management-ready reports with a straightforward analysis of your survey results at any level of detail you desire.
- Start-to-finish assistance to oversee implementation, assess program development, identify strengths and weaknesses and retool your program as service levels and sales and training needs evolve.
- Unsurpassed quality assurance and quick turnaround.
- Increased service quality, customer satisfaction and retention.
- Results that exceed your expectations.

