



Launch Engineering
Part art. Part science.

Launch Engineering Pty Ltd

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**Even though we have the latest marketing science available,
it's the rudimentary basics that still need the most attention.**

Launch Engineering Secret Shopping

A skilled secret shopper is the best possible way of ensuring that your business is working the way it should, and that you are building the most powerful asset you can – customer loyalty.

Whether it be cars, coffee or camping gear, you can maximise your marketing returns, your profitability and your customer satisfaction, and longevity, by maintaining best possible practices at the point of exchange.

An LE trained secret shopper is the absolute best acid test to ascertain the effectiveness of exchange for your business, and the LE assessment gives you the checklist that you need to perfect your mode of sales and retail performance.

Typical Secret Shopper Assessments address:

Store Safety * Store Security * Staff responsiveness * Staff comradery * Hazard analysis * Other shopper assessment * Traffic flow * Merchandising * Stock-keeping * Pricing * Signage * Cash management * Mode of sale * Checkout procedures * Housekeeping * Shelf displays * Promotional displays * Store layout * Ticketing * Features, gondolas & counters * Double-handling * Cleaning * Care of stock * Supervision & management * Equipment & apparatus * Name badge & uniform *

Secret shoppers look for abuse, deficiencies, anomalies, absences and failings, but also positive attributes that may be under capitalised and represent new opportunities and income streams.

The way they work:

- The shopper must conduct their assignment as if they're a regular customer in the store.





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- They must maintain anonymity. Not at any time are they to reveal that they are a secret shopper because it can compromise not only that individual shop, but compromise the entire operation.
- The shopper must be very observant and pay attention to detail. Sometimes they are only given a split second to remember a certain detail. For example, they could be waiting at a fast food counter and will need to discreetly look at their watch and note the time of entering the queue, placing the order, and receiving the order. In addition, the shopper must always be aware of their surroundings and things they are to be looking for as set out in their assignment.
- The shopper is never bias about a business /organisation /individual /race /culture because that could result in an inaccurate account of the visit.
- The shopper is reliable and able to get to their assignment on time, every time.
- The shopper will meet deadlines and honour commitments. Usually there is only a 48-hour window in which the shop and report are completed.
- LE Shoppers have no conflict of interest. They cannot accept the job if they work at the business, have in the past worked at the business, know anyone who works at the business or work in direct competition with the business, hence avoiding bias information.
- LE Shoppers are adept at interacting with staff if needed and use prompting skills if assessing the staff member's service disposition, product knowledge, etc.
- LE Shoppers never fill out forms while they are in their shop. They must wait until they have left the premises to avoid a reveal.
- LE Shoppers are organised and able to maintain records in case they are called upon.
- LE Shoppers sign a confidentiality agreement.

LE Secret Shoppers are professional secret shoppers, with and understanding in retailing,





service and marketing management. They are articulate and personable as well as level headed and diplomatic. They are hand picked and individually trained and their work is supervised directly by your Launch Engineering Account executive so they have immediate and direct liaison and control.

For more information contact LE Shoppers at your convenience.

