



PERSON TO PERSON  
QUALITY

# Mystery Shop Program Development Map

	Phase 1	Phase 2	Phase 3	Phase 4	Phase 5
<b>LAUNCH PHASES</b>	<b>Kickoff Meeting</b>	<b>Program Setup</b>	<b>Client Review</b>	<b>Baseline Round</b>	<b>Ongoing Evaluations</b>
<b>ACTIVITIES AND MILESTONES</b>	<ul style="list-style-type: none"> <li>Identify program objectives and qualify client needs</li> <li>Discuss uses for mystery shopping data</li> <li>Review employee performance criteria</li> <li>Establish shop types, timeline and frequency of evaluations</li> </ul>	<ul style="list-style-type: none"> <li>Draft custom evaluation forms and shopper instructions</li> <li>Create cumulative analytical reporting tools</li> <li>Program individual locations and regional hierarchies</li> <li>Create client portal and provide users with appropriate access</li> </ul>	<ul style="list-style-type: none"> <li>Submit drafts to client for review and changes</li> <li>Edit documents to reflect client changes</li> <li>Resubmit forms and instructions for final approval</li> </ul>	<ul style="list-style-type: none"> <li>Capture "Before" picture with first round of shops</li> <li>Share results with managers to secure program buy-in</li> <li>Conduct training based on results</li> <li>Implement changes to evaluation materials, scenarios</li> </ul>	<ul style="list-style-type: none"> <li>Conduct set number of shops quarterly</li> <li>Customize scenarios to reflect current promotions</li> <li>Use individual results for ongoing employee training, development, evaluations, bonuses</li> <li>Use cumulative data to identify trends, track improvements, incentivize managers</li> </ul>
<b>OUTCOMES/GOALS</b>	<b>Needs identified and defined</b>	<b>Prophet access established, drafts created</b>	<b>Evaluator instructions and forms finalized</b>	<b>Starting point for future evaluations established</b>	<b>Satisfied client, improved customer service</b>
<b>DELIVERABLES</b>	<ul style="list-style-type: none"> <li>Sample mystery shop forms</li> <li>Sample output, including reports and graphs</li> <li>Demonstration of Prophet online evaluation platform</li> </ul>	<ul style="list-style-type: none"> <li>PDFs of draft evaluation forms</li> <li>Prophet login information</li> </ul>	<ul style="list-style-type: none"> <li>PDFs of finalized evaluation forms and instructions</li> </ul>	<ul style="list-style-type: none"> <li>First-Round question-by-question (QBQ) summaries</li> <li>Reports delivered online via Prophet, or as PDF or Excel documents</li> </ul>	<ul style="list-style-type: none"> <li>Fully customized QBQ summaries organized by time period, location, or employee</li> <li>Optional analytical summaries delivered at specified intervals (quarterly, yearly, etc.)</li> </ul>