



Undercover Shopper Program™

Achieve Superior Customer Relations

Achieving superior customer relations might be the best weapon against the deep-pocketed, clearly focused, and successful formats like Aldi, Family Dollar, Walmart, and Dollar Tree. And while many retailers think their customer service is above average (or better), few really know for sure and even fewer are truly outstanding at it.

The **Undercover Shopper Program™** is designed to assess more clearly your current customer relations performance by conducting **25 mystery shops**, **50 employee interviews** (in three focus group meetings), **75 in-store intercepts** (in both your stores and the competition) and **100 'telephone shops.'** It will also address opportunities to measurably improve your ability to deliver superior customer relations.

The initial phase of the program lasts five days. The entire week's schedule is scripted accordingly:

On **Monday, Tuesday, and Wednesday**, Harold Lloyd (HL) will collect 25 mystery shop observations. At 4:00 pm each day he will conduct an employee focus group meetings; one with full-timers, one with part-timers, and one with department managers.

On **Thursday**, HL will conduct a 3-1/2 hour seminar for management and key associates on Achieving Superior Customer Relations incorporating his observations, telephone call findings, (captured in the four weeks prior), as well as the results of his in-store customer intercept interviews. He will repeat the seminar in the afternoon to maximize associate exposure. At the end of the second session on Thursday, senior store operations personnel will meet over a working dinner to discuss the **Top 10 Definitive Actions** to be taken to improve current customer relations.

On **Friday** morning for four hours, HL will meet with top management to discuss additional observations made on Monday, Tuesday, Wednesday unrelated to customer service and offer recommendations that might benefit the company in other aspects of the business.

The company's financial investment for the entire week will be determined by the company and HL on the concluding Friday and paid in equal payments over a 10-month period.

To schedule an **Undercover Shopper Program™** for your company or to discuss this program further, please call HL's cell at 757-572-7276 or email us at Harold@hlloydpresents.com.

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