Mystery Shopping Goes Mobile: Why Brands Should Pay Attention

Little doubt exists about the importance of mystery shopping in the world of brand marketing.

For decades, for-hire consumers have been slyly and carefully recalling in-store experiences on paper and, more recently, via databases on secure websites. However, just as smartphones with geolocation replaced paper road atlases with living maps of our world, mobile technology is calling into question many long-held assumptions about traditional research, like mystery shopping and CSAT. Mobile-enabled shoppers are collecting real-time, custom data about shelf health, merchandising compliance, and competitive intel at scale and with greater speed than ever before. The data is captured while mystery shoppers are still in-store, and the data is more accurate than information that is recorded after the shopping trip.

Mobile Mystery Shopping, with its crowdsourcing methodology, is paving the way to a new normal for brand and consumer insights leaders. While traditional mystery shopping has its benefits, there's now a better way to enhance brand managers' in-store visibility and control by leveraging the power of the crowd.

Mystery Shopping Pros

01 TRIED AND TESTED

Mystery shopping is well-understood, well-established, and low-risk. The tried-and-true way of mystery shopping ensures that the correct questions will be asked to garner meaningful data.

01 FREE FORM

Mystery shoppers can offer valuable anecdotes on everything at the store level. The name of a helpful employee, the weather outside that could contribute to foot traffic, and the state of the store when upper level management is not at the location are often provided and allow for a more personal overview of a particular location.

Mobile Mystery Shopping Pros

01 SCALABLE

Mobile mystery shopping takes all of the benefits of mystery shopping, but can be quickly implemented at any scale. Nationwide retailers and small brands can implement missions quickly and efficiently.

02 FLEXIBLE

Mobile mystery shopping allows clients to update their questions nationwide at the click of a button. Tailor questions in real-time, based on the data you are receiving.

03 REAL-TIME

Mobile-enabled shoppers can collect data in the moment at the store level. Rather than relying on the recollection of mystery shoppers, data is collected moments after the question is presented.

04 ACTIONABLE

Mobile mystery shopping platforms allow for immediate, actionable feedback and alerts.
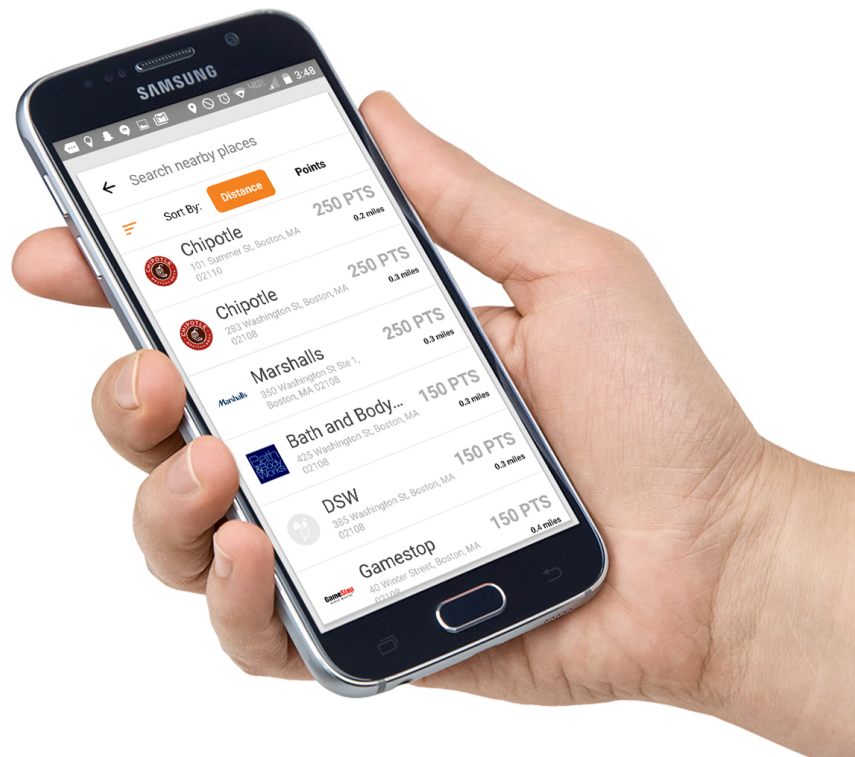
How Can Smartphones Drive ROI?

Smartphones represent the most significant change since mystery shopping was created. As a prevailing and well-understood methodology, mystery shopping is well-respected, but leveraging mobile technology and the crowd of smartphone users infuses mystery shopping with a new degree of efficiency and cost effectiveness. Mobile mystery shopping affords the ability to quickly and systematically integrate "offline" information into modern operations or analytics platforms with sophisticated, role-specific alerts.

Imagine you're the brand manager for a line of power tools. Traditional mystery shopping has the advantage where familiarity, domain expertise, and special skills are required, making it ideal for measuring the store associates' ability to diagnose and fix issues with your product.

For issues of scale and speed, turn to the smartphone. Through crowdsourcing, mobile-enabled shoppers can quickly identify local, regional or national trends in pricing, share of shelf, promotional compliance, and more, ensuring your tools are properly merchandised, everywhere. Should something appear out of place, shopper feedback alerts the appropriate brand manager in real-time, who can take immediate, remediating action based on relevant brand KPIs—driving performance and ROI.
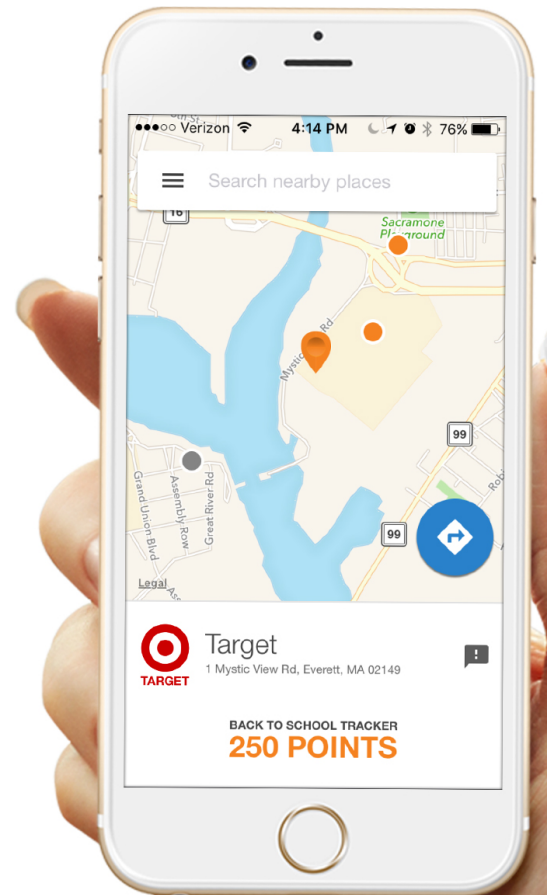
About Us

Wiser is the leading provider of actionable data for better decisions. Wiser collects and analyzes online and in-store data with unmatched speed, scale and accuracy. The Wiser platform then blends these insights with advanced workflow software to drive business value for brands and retailers, including restaurants. Using a unique combination of data science and human validation, Wiser offers integrated solutions for every aspect of retail, all in one place.

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Wiser is a single source partner by design, with solutions for every aspect of retail, including:

Market Intelligence

- Promotional Analysis

- Assortment Intelligence

- Pricing Intelligence

Optimization

- In-store Shelf Health

- Online Repricing

Compliance

- MAP Monitoring & Case Management

- In-store Merchandising

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Better data, better decisions