

J|K|S

Mystery Shopping and Training Ltd

Our clients include:

- Manufacturers
- Franchised and independent dealerships
- Training colleges
- Car hire companies
- Tyre and accessory companies

We can even survey your competitors!



JKS Mystery Shopping and Training Ltd
11 Beaumaris Crescent, Shepshed,
Nr Loughborough, Leicestershire LE12 9PW
01509 561399
www.jksmysteryshopping.co.uk
info@jksmysteryshopping.co.uk



E-Forum
A complete Automotive Sector
mystery shopping service

E-Forum: A complete mystery shopping service

JKIS



We offer our unique E-Forum service combining the best of online mystery shopping and innovative forum theatre training. Our E- Forum package will help you to deliver service excellence at every opportunity in the most cost effective way. Our service will look at key customer contacts or 'moments of truth' that influence whether your customer will use your services, return and recommend to others.

1. Test Drive

We will test drive your customer service, conducting digitally recorded telephone calls, covert face to face and video surveys, along with emails and web enquiries. The surveys will report in detail your organisations knowledge, behaviour, selling skills and accuracy of quotes for sales and after sales.

2. Diagnostic Report

We will report back to you the results using our fast and efficient online reporting system, enabling you to track data 24/7. You will be provided with results tailored to the exact needs of your organisation and our automotive experts will be on hand to analyse and identify your team's training requirements. Your mystery shopping results can help you to understand your company's behaviours and attitudes when dealing with customers, and when passed on to our training team can produce a range of training solutions for maximum impact.

3. Training Solutions

Our training packages include the use of actors and we specialise in 'forum theatre' and role play training. Forum Theatre is role-playing with a difference. It is a highly effective training tool that is entertaining, energising, memorable and motivational. There is an audience (you) a stage (a room) along with dynamic and convincing actors and facilitators (that's us)



Mystery Shopping 

Actors will perform a carefully scripted real life scenario that is relevant to your business environment and gathered from your mystery shopping results. After watching the scenario, it is then replayed and the audience are actively encouraged to make comments on what they have witnessed. The scenario can be stopped at any point, rewind, and replayed over and over again. The audience can input their ideas and influence the words spoken, tone of voice, attitudes, body language and behaviour of the actors in a safe and non-threatening environment. It gives your team the opportunity to consider their individual attitudes and behaviours and how these affect the delivery of customer excellence.

4. Retest

We revisit your organisation for another round of mystery shopping. Our trained surveyors will be briefed in your training programme and will be able to see how effective the training has been. Trend analysis reports will be provided helping you to develop ongoing coaching tools.

5. Coaching

If you want a lasting coaching tool our experienced team can create a training DVD and coaching guide.

The DVD's can be used for induction of new staff, to give information on your sales procedure and to highlight health and safety issues or best practice in customer service.

Short pieces of films can also be created to send by intranet or internet to your employees, generating interest and anticipation before a training event.



6. Training events and awareness workshops

An event, conference or seminar is one of the easiest ways to deliver a message to your chosen audience. The key is to ensure the messages are embedded and they last. We understand that everyone learns in different ways. We create a truly inspirational event that will communicate your messages in an engaging, memorable and exciting way.

