

**XXXXXXX**  
**MysteryShop**

## Overview

### Objective

To make an impartial overview on how the various members of the xxxxxxxL team are interacting with Clients and Candidates on a day to day basis. The primary focus will be to establish if Consultants are following the minimum best practice criteria laid down by the company. Once this has been established the 'Mystery Shop' will then allow xxxxxxx to ascertain how well Consultants are actually doing these tasks.

The programme will be split into two areas covering;

1. Client Ring-Ins
2. Candidate Ring-Ins

This will work as follows:

### Client Ring-In's

A Client will be recommended to speak to a Consultant within xxxxxxx about a current live vacancy they are looking to fill. The Mystery Shopper will be armed with full details about his / her company, their background and a description of the requirement they are looking to fill and a local telephone number for their designated area for Consultants to cal back on. The Mystery Shops will use 'live' companies allowing xxxxxxx Consultants the ability to surf a client's web site whilst the call is taking place.

The Mystery Shopper will have a comprehensive check list with which to check the Consultants actions against. All calls will be recorded. Following the call a copy of the checklist and an email of the audio transcript will be forwarded to the Sales Director at xxxxxxx.

### Candidate Ring-Ins

These will work in a very similar way to the Client Ring-Ins. A Mystery Shopper will call in to a designated xxxxxxx Consultant with the objective of finding a new job. The Mystery Shopper will be armed with a CV specific to the Consultants area. Again a checklist will need to be completed by the Mystery Shopper to with which to check the Candidates progress against. Following the call a copy of the checklist and an email of the audio transcript will be forwarded to the Sales Director at xxxxxxx.

## Set up

The initial set-up has taken 4 hours. This has provided the following:

- Email addresses set up for the programme
- Client Scenario researched and established for the xxxxxx Marketplace.
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- Client Scenario researched and established for the xxxxxx marketplace
- Candidate Scenario researched and established for the xxxxxx Marketplace.
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- Software Package installed and in place for recording of all Calls
- Incoming telephone numbers for the following Countries:
  - Estonia
  - Hong Kong
  - Switzerland
  - USA
  - Brazil
- Design and implementation of all necessary forms to communicate the programme and results

The programme will run in consecutive quarters and it has been agreed that each call will have 30 minutes devoted to it. This will allow 8 calls to be made in a day. The Programme of Events establishes which Consultants are being called in the 1<sup>st</sup> Quarter. To establish the programme we will undertake 8 calls in this Quarter.

## Who are the Mystery Shoppers?

For the 1<sup>st</sup> Quarter we will employ 3 Mystery Shoppers. This will be made up of 2 male and 1 female Mystery Shopper. Two of these have a very strong recruitment background in the technology and commercial sectors. The third has corporate a background as a business leader within the financial marketplace. This experience will further ensure maximum credibility during the campaign.