

Mystery Shop Discussion: Which Bank is Best?

Purpose

To identify factors contributing to satisfactory customer experiences.

Learning Outcomes

- Identify basic expectations for customer satisfaction.
- Identify environmental factors that contribute to customer satisfaction
- Create and use a customer service rating checklist

Instructions

Customer experiences are difficult to evaluate. Organizations sometimes use third-party “mystery shoppers” to evaluate team members. In class, we have examined factors such as look and feel of an organization as well as the specific actions or questions service professionals use to provide positive customer experiences.

Create a “Mystery Shop” observational checklist that you will use either in your own financial institution, or one you might be interested in doing business with. Begin your observations before you enter the premises and include assessments for how they made you feel, as well as how they conducted your visit.

In your own words, post an intelligent paragraph (500 - 750 words) summarizing your overall experience and recap your observational checklist. Attach your completed checklist to your post. [**start a thread**].

You must respond to at least two (2) other postings; comment on their perception of customer experience and their checklists. [**respond to a thread**].

For full grades, please note the following and review the rubric prior to posting:

Note 1: Post your *summary* directly into the discussion text box, **do not attach it in a word file**, this disrupts the flow of the conversation. If you need to, create a word file and when you are happy with your post, cut and paste it into the text box. You must attach your checklist to your post.

Note 2: Post early within the time frame to give others time to read and reflect on your post. Visit the discussion often to see what others are saying.

Note 3: In both your original post and your replies, use professional business language and format. Full words, sentences, correct grammar, punctuation and spelling are expected.

Note 4: Reply **critically** to at least two other participants, post thoughtful comments, questions or respectfully disagree. Simply replying, “ya, that’s so true” or “i dont agree” is insufficient and does not add value to the original post.