



No impersonators, please. (Thank you, thank you very much.)

See your operations through *real* customer's eyes—
and make better decisions based on that intelligence

trueview

ESSENTIAL MYSTERY SHOPPING

Sometimes, if it isn't real, it isn't an option.

Your business is uncompromising when it comes to ensuring an exceptional customer experience. You gather and analyze data from every possible source to make sure your brand promise and standards are consistently adhered to in the field.

Still, some of the most important and insightful findings can only come from customers who not only experience your offering but also know in advance what to look for.

And while mystery shopping uses proxies to replicate these “customer” exchanges, there are plenty of businesses where stand-ins just don't work.

LRA's TrueView system is an innovative spin on the “mystery shopping” concept. TrueView allows companies to understand customer interactions from the perspective of real customers—and make more informed business decisions based on that essential and precise knowledge.



Now you can take a closer look. For real.

TrueView was developed for businesses where conventional mystery shopping simply can't provide an accurate or thorough picture of the customer experience.

Conventional techniques have proven to be effective for readily accessible products and services like restaurants, hotels, supermarkets, and other retailers. On the other hand, companies with more complex customer relationships have had to contend with a critical gap in their operational data.

TrueView breaks through these common field research barriers



"Members Only" Access

- ▶ Airline Frequent Flyers Club
- ▶ Gym/Fitness Club
- ▶ Arena/Stadium Luxury Suite
- ▶ Private Club/Association

Lengthy Service Delivery

- ▶ Extended Stay Hotel/Corporate Housing
- ▶ Vacation Timeshare
- ▶ Assisted/Senior Living
- ▶ Professional Services

"Unpleasant" Exchanges

- ▶ Doctor's Office
- ▶ Hospital
- ▶ Weight Loss Clinic
- ▶ Physical Therapy

Sensitive Information

- ▶ Financial Advisory
- ▶ Credit Cards
- ▶ Insurance Claims

Product/Service Fulfillment

- ▶ Copy Center
- ▶ Auto Dealer Service Department
- ▶ Loyalty/Affinity Programs

Personal Relationships

- ▶ Exclusive Club Membership
- ▶ Commercial Building Manager

▶ *Examples*

Pinpoint what's really happening.

Think of TrueView as a microscope that gives a detailed, real-life glimpse into the interactions your customers have when they come in contact with your brand.

In this example, a copy center customer is instructed to document the details of her order pick-up—requiring the placement and fulfillment of an *actual* order:



Arrival & Inspection

- ▶ Arrived at store at 9:50 AM — order was to be ready by 10 AM
- ▶ Presentation books were finished — packaged into two boxes, per my instructions
- ▶ Store rep asked if I wanted to inspect the books before paying
- ▶ Rep looked up my account as well as confirmed contact & billing information
- ▶ Spot-checked five copies — printing quality was clear, pages were in order & binding looked good

Transaction & Check-Out

- ▶ Reviewed bill & approved (matched the online estimate)
- ▶ Paid via credit card
- ▶ Rep asked if I had a “Rewards” membership card — I did & showed it to him
- ▶ Transaction was completed with no issues
- ▶ Rep asked how I wanted them to handle my digital file I uploaded via the web — I said deleting was fine
- ▶ Rep thanked me by name & asked if the purchase met my expectations — I confirmed it did
- ▶ Left store — 10:12 AM

How would you achieve this kind of intelligence about your business without TrueView? Easy—you wouldn't.

That missing piece to the puzzle.

It's true that surveys provide useful information. Knowing that 7 out of 10 customers feel your employees are friendlier or more knowledgeable than your competitors, for instance, is important.

What they're not, though, is specific. Or actionable. Surveys just aren't meant to test operational precision.

Customer Satisfaction Surveys	+	TrueView Essential Mystery Shopping
Outliers motivated by extreme opinions, good & bad	◀ Typical Participants ▶	Broad representation of all customers
Reactive feedback in response to questions after the experience	◀ Mindset ▶	Proactive & focused observations captured during the interaction
High-level sentiment that helps identify strengths & weaknesses	◀ Precision ▶	Granular reporting that can uncover & diagnose specific challenges & opportunities
Intermittent strategic improvements	◀ Impact ▶	Actionable, real-time transparency for continuous operational improvement

LRA's smart solution goes beyond just a replacement or optional supplement for your current efforts. TrueView is an integral research best-practice that enables you to zero in on your weaknesses and strengths, and to continuously fine-tune your operations.

So don't just wish you had real, precise vision into your field operations and customer experience. Get it.

See more with TrueView

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www.LRATrueView.com

TrueView means:

- ▶ Real customers in actual customer situations & interactions
- ▶ No simulations or approximations
- ▶ Proactive assessment of key experiential details
- ▶ Complete product & service delivery
- ▶ A steady flow of invaluable insights
- ▶ An inventive solution to a longstanding research gap

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For more than two decades, LRA Worldwide, Inc. has helped companies and brands better understand their existing customer experience and identify unmet customer needs and wants. These findings guide us in our work with clients to design the optimal future experience, ensuring that the brand promise becomes operational reality. The result: satisfied and loyal customers that spend more and drive profitable growth.

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