

SCOOP

THE LATEST TRENDS, SERVICES & PROMOTIONS

S&SC, SGS HONG KONG

AUG, 2012

SGS MYSTERY SHOPPER AUDIT STRIVE FOR SERVICE EXCELLENCE

Brand name is the most valuable asset of your company, and your frontline staffs are the ones who give the first impression to consumers about your brand image. Possession of excellent service skills is indispensable for a company, and is becoming the requisite for a company to achieve greater success. The question is "How can service performance be measured? What assessment tools can we use?" **Mystery Shopper Audit** should be a well-known one.

SGS Hong Kong understands that accurate and real-time information can help you make right decisions. In this connection, we proudly provide the **Web-based Platform Service**, with just a few clicks, you are able to retrieve the latest checklists, and updated data analysis upon online submission of checklists from shoppers. This tool can also be used for measuring the sales competency of staff, which in turn can improve their sales techniques and ultimately give a boost to a company's sales momentum.

We offer **Professional Worldwide Service**. Majority of our experienced shoppers are full-time SGS professionals, with full dedication to integrity and data accuracy. All our shoppers are required to attend conscientious training, receive a comprehensive exam and onsite practice before they are qualified as our shoppers. Individual briefing sessions will be arranged for shoppers, making sure that they can grasp all the assessment criteria of each mystery shopping project.

To know more about how SGS Mystery Shopper Audit can enhance your service quality, please kindly join our upcoming seminar: "**How to execute the Mystery Shopper Audit effectively?**"

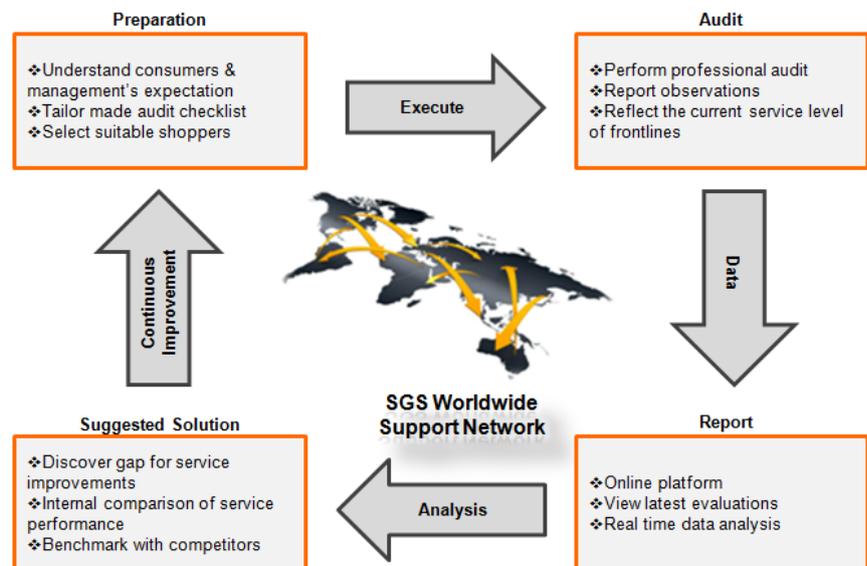
Date: 5th October 2012

Time: 2:30- 5:00pm

Venue: To be confirmed

Fee: HK\$ 100 each

Should you have any questions, please feel free to contact us.



SGS Hong Kong was founded in 1959 as the pioneer of promoting service quality. With over 50 years local experience, SGS is now equipped with a strong team of 1,200 committed professionals in multi-disciplines. As the leader in provision of one-stop total quality solutions, SGS Hong Kong demonstrates high-level expertise in testing, verification, technical consultancy and inspection of products for various industries. Our professionals also contribute to the enhancement of clients' management standards through training and certification. SGS are serving commercial clients, governments and international institutions.

FOR ENQUIRIES:

HONG KONG

Systems and Services Certification

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