



Accredited  
Certification  
International  
Limited

COURSECODE:THMS

Session: (ONE day)

## Training on How To Be A Mystery Shopper

Mystery shopper is a kind of auditor that is responsible for rating customer service department performance. It may not be familiar when you once hear “mystery shopper”. However, it is not a simply task as most of the amateur thought that it is just no more than carrying out a survey. It is a big misunderstanding, instead of carrying out a survey, a mystery shopper, as professionalism, requires clear-headed thinking and systematic analysis over the clients’ employers’ performance.

The shoppers are essential as they are responsible for pointing out the clients weaknesses in their customer services and giving out valuable opinions and suggestions to help the companies improve their customer services quality. The quality of customer services is important because it will directly affect the revenue that a firm can generate.

### Target Audience

- Management personnel who are driving the management and monitoring the operation
- Managers, educators and consultants who are entrusted to implement or develop the Mystery Shopping Service
- Anybody who wants to start their careers as a mystery shopper

### Objectives

- To become a qualified Mystery Shopper
- To give an overview in performing Mystery Shopping
- To acquire knowledge on skills and techniques of Mystery Shopping

### Details

- Introduction to Mystery Shopping Service
- How to get started a mystery shopper
- Applied skills used in conducting mystery shopping
- Where to find work once you get started

### Methodology

Presentation, case study and experience sharing

### Venue

ACI training centre



國際認可認證有限公司

課程編號:THMS

時間: (一日)

## 神秘顧客的訓練

神秘顧客可以說是審核員中的其中一類，是負責為客人的客戶服務表現進行評估。未必所有人都熟悉「神秘顧客」的工作，它並非所想的那麼簡單，也不是普通的調查工作。作為一個專業行業，神秘顧客需要清晰的思考及有系統的分析能力，以評核客人員工的服務表現。

神秘顧客是十分重要的，他們負責指出客人客戶服務的不足之處，為他們提出寶貴的意見及建議以協助改善他們客戶服務的質素。客戶服務的質素是十分重要的，因為這將直接影響公司營利。

### **講座對象**

- 負責管理及監控營運的管理人員
- 被委託以執行或發展神秘顧客服務的經理、顧問及相關的人員
- 任何有興趣發展其神秘顧客事業的人

### **目標**

- 成爲一名合符資格的神秘顧客
- 執行神秘顧客服務的概要
- 認識神秘顧客所需的技巧

### **課程詳情**

- 介紹神秘顧客服務
- 如何成爲一個神秘顧客
- 處理神秘顧客服務時應用的技巧
- 如何尋找工作機會

### **方法**

演講、工作坊、個案分析及經驗分享

### **地點**

國際認可認證有限公司培訓中心