

# AIRPORT MYSTERY SHOPPING PROCESS

Effective mystery shops are strategically designed to provide actionable information to **RAISE** performance. The mystery shopping process is streamlined and provides an effective platform for employee improvement. This 8-step cycle illustrates how the airport mystery shopping process works:



## 1 DESIRE IMPROVEMENT

Improved airport passenger experience (PX) has potential to increase your bottom line. Embark on a mystery shopping program to improve your PX.



## 2 CRAFT STRATEGY

Consult with experts to identify your standards of service, & develop a mystery shop form strategically designed to gather actionable data based on these standards.



## 3 DEPLOY SHOPPERS

Deploy mystery shoppers to specified locations during specified time periods.



## 4 COLLECT DATA

Mystery shoppers assess their experience in your airport, based on your predetermined standards.



## IMPROVED PERFORMANCE

Your employees improve their performance, resulting in improved PX & increased profits!

8

## SHARE RESULTS

Airport managers share the mystery shop results with their teams, rewarding & recognizing great performance & coaching to improve performance.



## DELIVER RESULTS

Mystery shop results are delivered to you electronically. In some cases, consultants also meet with you to review the results & provide ideas to sustain or improve performance.



## RECORD EXPERIENCE

Mystery shoppers complete the online form, recounting their experience through both qualitative & quantitative feedback.

