

| Company | Demonstrating |
|---------------------------|-----------------------------|
| CMP - Top 50 Call Centres | Effective mystery shopping. |

Mystery Shopping under-pins the Top 50 Call Centre Benchmark Programme.

Business aim

- To provide high quality, robust mystery shopping data for the Top 50 programme and produce detailed, insightful reporting tools.

Key steps

- Develop realistic scenarios for 50+ organisations and an effective questionnaire.
- Undertake one of the largest telephone MS studies in the country.

Key outcome and client quote

- This is the third year in which GfK Mystery Shopping have run the fieldwork for the highly successful 'Top 50 Call Centres for Customer Service programme' run by CMP:
<http://www.top50callcentres.co.uk/>
- The study is one of the largest telephone mystery shopping studies of its kind, delivering a number of benefits to members including an awards ceremony and a commercially focussed insight report.
- GfK were selected as our mystery shopping partners due to their vast experience and the credibility they would bring to the programme. Over the past three years they have consistently over delivered against our expectation and have added a large amount of insight into how we could develop and improve the Top 50 initiative. I am delighted how the partnership has evolved and look forward to continuing this relationship throughout 2010 (Simon Thorpe, Programme Director Top 50 Call Centres for Customer Service)

