

### Business Aim

- To gain a better understanding of the customer experience across the entire journey from making the initial booking to leaving the destination airport.

### Key Steps

- Detailed mystery shopping covering all customer touch-points.
- Questionnaire developed based on customer satisfaction feedback.

### Key Outcome

- In conjunction with the customer satisfaction feedback, the mystery shopping has proved invaluable to easyJet.
- Both programmes are enhanced by the combined approach, with mystery shopping providing an objective overview of the key variables highlighted in the customer satisfaction.

### Client Quote

*"The mystery shopping programme provides the final piece in the 360° customer satisfaction jigsaw. It enables us to ensure our airports and crew are continuously delivering the expected high standards, identifying areas for improvement and rewarding first class service. It also provides robust feedback of actual behaviour to accompany the data we already receive from customers on a monthly basis. The secure online reporting site and succinct trip summaries have become an integral part of delivering the customer perspective to the business. I would highly recommend GfK for both mystery shopping and customer satisfaction measurement research."*

Sophie Dekkers, UK Commercial Manager, easyJet.

Company: **easyJet** Demonstrating: **Effective mystery shopping**

**GfK Mystery Shopping**  
King Charles House  
Park End Street  
Oxford OX1 1JD  
Tel: +44 (0)1865 262701

GfK