

# What is Mystery Shopping?

Mystery shopping or secret shopping is a tool used by companies and organisations to measure the quality of their products and services. Mystery shoppers pose as regular customers to gather information about actual service experiences.

## The Aims

The aim of mystery shopping is to provide useful feedback to companies and organisations on how well they interface with people with learning difficulties, people on the autistic spectrum and their families.

The aim is to provide useful feedback to organisations about what they are doing well, and what they might need to change, and what could be done even better. A forward thinking organisation is one that is open to continuous development and change.

### Who is this suitable for?

- People who receive support
- Organisations
- Healthcare professionals
- Reception staff.
- Management
- Commercial enterprises

### What will our work cover?

The Mystery shoppers will observe what is going on, observe how staff speak to people and check the accessibility of information provided. We will do this by:

- Phone calls
- Walk through visits
- Speaking to people
- Observations
- Examine the quality of written information
- Gather personal stories
- Environmental assessments

### What will it cost?

The cost depends on the scale of the work in its entirety. Call us today to discuss your needs and for a quotation.

### What do customers say?

"Information given to the organisation what the public say about what we could offer better is always beneficial and help us to forward plan."

**Con Gillespie**  
Lead Nurse

## Want to find out more?

Contact us today on **0141 212 3395** or email [info@viascotland.org.uk](mailto:info@viascotland.org.uk).