

Mystery Shopping

DECA has conducted numerous mystery/secret shopper campaigns for National Advisory Board Members (corporate members) in the past. The largest and most recent is a monthly mystery shop of a retail store with over 270 stores. The results are used to award incentives for improving customer service. Shoppers have included both the marketing educator (DECA Advisors) and the student DECA members, depending on the targeted customer age group.

Marketing chapters would benefit from the opportunity to participate in the study by gaining first hand experience in customer service. The funds paid to the chapters for the shop usually benefits the local DECA chapter whether it is to help offset funds to travel to conferences, provide further leadership training, etc.

Below is a description of what DECA would provide and what the company would need to provide.

DECA would:

- Identify chapters in each store area
- Contact chapter each shopping period with specific instructions (forms, shopping dates, areas of emphasis, instruction letter)
- Collect all shopping reports via fax/email
- Follow-up with phone calls to those who are tardy
- Input data-produce reports by store, by rank and cumulative scores by stores
- Pay chapters per shop
- Submit copies of all reports and other back up to company

Company would:

- Identify stores to be shopped
- Develop shopping criteria (DECA will assist)
- Review and monitor shopping reports
- Same stores must be shopped at least once a quarter

Cost: Determined on # of stores, length of shop, and # of times per shop.

If there are no DECA chapters in an area, DECA will go through a local temp agency to get the shop done.

Interested: contact cindy.allen@deca.org or 703.860.5000 x 230