



Incentivising your Mystery Shopping Program

Implementing a fun and creative incentive program is a great way to get your team engaged and excited about their mystery shopping program. Excellence deserves to be recognized and rewarded! Here are some of the ways our most successful clients have mastered creating friendly competition and continued dedication to excellence within their teams.

First, come up with a company average and create a realistic goal to strive towards. For example, if the company average is 70%, you could incentivize for shops with scores above 80%. Continue to calibrate the threshold each month/quarter as needed.

Incentives:

- Swag & flair - for example, pins for excellence in customer service can be given to employees to display on their clothes, vests, or aprons.
- A trophy can be passed around to the location with the highest score each month or quarter.
- Framed certificates with employee photos can be displayed in locations with the highest score.
- Pizza party or happy hour for the top scoring locations.
- Gift baskets - you can get creative with these, include things like movie or sports tickets, coffee or restaurant gift cards, free gym pass, or yummy treats they will love!
- Recognition in the company newsletter or email.
- A handwritten card of congratulations from senior management.
- Recognition at monthly or quarterly meetings.
- Cash - cash bonuses are always a great incentive! Visa or Amazon cash cards, \$20 or \$50 bills, or cash bonuses added to their pay check.

We hope these ideas get you and your team excited about the program and motivated to be the best in customer service! Even the simplest acknowledgments will go a long way!