



If a picture is worth a 1000 words, a video can 10x your mystery shopping data.



Intouch Insight's video mystery shopping programs capture the customer experience as it happens, empowering you to take swift action to resolve issues and achieve results quickly.

When to use video mystery shopping?

- ▶ To supplement your current mystery shopping program.
- ▶ To test the customer journey at new concept locations.
- ▶ To boost franchisee and employee engagement with your mystery shopping program.
- ▶ To resolve a disconnect between your customer experience and mystery shopping data.



UNDENIABLE OBSERVATIONS

Watch the visit from the customer point of view.



INSTANT REPLAY

Pause and rewind to uncover additional observations.



ONGOING EDUCATION

Use recorded interactions for staff training.