

MYSTERY SHOPPING




SELECT EXPERIENCE IN MYSTERY SHOPPING

Mystery shopping, also known as secret shopping is a marketing research technique that is used by companies to evaluate the performance of their products or services in an uncontrolled environment. The company that wishes to conduct the research usually hires a mystery shopper to carry out specific tasks and assignments or delegates this assignment to a marketing research firm.

A mystery shopper is a certified individual who visits the specified location, where the staff is unaware of her identity. Mystery shoppers may be required to make a purchase, ask questions, lodge complaints, observe employee behavior, or comport himself in such a way as to evoke a certain reaction.





We have worked with top names in all industries on the way towards earning a reputation of excellence in our over 30 years of extensive marketing research experience.

Market Research | Leading business research, insight and data solutions for strategic advantage.

We provide Qualitative and Quantitative Market Research modus recusabo intereset. We employ multiple research methods to assist you with your global growth strategy.

Strategy Research | We help you to get better prepared to get good leads and convert them to more sales.

We are experts in Competitive Intelligence, Lead Generations Techniques, Market Research and much more.

Data Collection | SIS incorporates robust quantitative statistical components with other forms of information gathering to achieve our client's research needs.

SIS International's analytics allow clients to enhance their decision making by maximizing return and minimizing risk. As a full-service market research and intelligence agency, our specialists immerse themselves in our clients' needs and devise a solution delivering complete market insights

Focus Group Facilities | Focus Groups and In-Depth Interviews

With an in-house staff of trained recruiters and a national panel of research participants, SIS is fully equipped to recruit a broad range of consumer and B2B respondents.



SIS Worldwide Headquarters
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Comprehensive solutions for the Mystery Shopping

- Conducted mystery shopping in shopping malls for consumer electronics products
- Conducted mystery shopping studies for a manufacturer of fruit juice in supermarkets in the US
- Conducted mystery shopping of printers for consumers
- Conducted mystery shopping study in Beirut
- Conducted a global mystery shopping study in 14 countries to determine menu changes for a fast food company
- Conducted a mystery shopping study for a fast food firm in the Philippines and in Indonesia for potential site selection of a new fast food site in these countries
- Conducted a global, year-long mystery shopping study for a large cruise line
- Conducted mystery shopping at various trade shows in the US.
- Conducted mystery shopping studies at biotech events in Western Europe, California, New York and Kansas.
- Conducted a mystery shopping study for leisure boats to determine competitive prices and product offerings
- Conducted mystery shopping at a pharmaceutical convention to gather marketing material and information about potential business partners.
- Conducted a headhunting & mystery shopping research in Shanghai
- Conducted a mystery shopping study for a major fashion institute

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