



## Central Texas College Students In Free Enterprise Mystery Shopper Program

**How is your customer service? Is it really as good as you think?**

**Research indicates that customers who are dissatisfied don't tell you...  
They simply don't come back!**

So, how can you tell if your service is good or bad? Answer: By having an objective person -a mystery shopper- shop your business and evaluate the service.

The Central Texas College Business Department, Students In Free Enterprise's competition team has developed a Mystery Shopper program to help businesses answer the customer service quality question.

This is the way the program works: At the request of the business owner/manager, a person unknown to the employees will shop the business, and, after the visit, will complete a detailed report on their experience as a customer. All information gathered during the visit will be strictly confidential and will be provided only to the business owner/manager who commissioned the evaluation.

In an effort to evaluate the service that we provide, we also request that the business return an evaluation sheet based on the service provided to them through the mystery shopper program. This is to insure that we are providing the best service for the local businesses.

There will be no charge for the visit.

If you would like to know more about the Mystery Shopper Program, please contact Dr. John Frith or Mrs. Chastity Clemons at (254)526-1788.