



Enhanced Services

To compliment our comprehensive on-site mystery shopping evaluations we offer the following enhanced services:

Party Pro! Birthday Party Shops - Party Pro! evaluations are complete customized mystery shopping programs that evaluate the entire birthday party experience at your facility.

Birthday parties are an important source of revenue and word-of-mouth advertising for many facilities. Establishing a mystery shopping program for your birthday parties can be just as important as your regular mystery shopping program.

These evaluations include:

- Marketing / Advertising / Promotions
- Website / Email / Information Requests
- Phone Sales / Booking / Reservations
- Party Area / Counter / Room
- Party Host / Hostess
- Party Favors / Gifts
- Decorations / Theme
- Food / Drinks / Cake
- Games / Activities / Entertainment
- Rides / Attractions
- Price / Value / Competitive Analysis



Group Sales - Group Sales evaluations are customized mystery shopping programs to evaluate the phone/web/email process of requesting information about and making reservations for various types of group trips, group events and group parties.

Measuring the effectiveness of your group sales staff can be a difficult task. A mystery shopping program targeting this area of your business can provide valuable insight and actionable training points. Recorded phone calls are available and can be a powerful tool for employee coaching and modeling.

These evaluations include:

- Website information / content
- Online request forms / email requests
- Web / email follow up / response
- Phone menus / system / IVR
- Phone representatives
- Follow up calls
- Reservation materials
- Deposit requirements
- Educational / School requirements
- Suggestive selling
- Price / Value / Competitive Analysis





Custom Online Reporting - By adding access to your own dedicated custom reporting site we provide you with the ability to create, view and print custom reports for any date range to compare/summarize results by question, section or facility. This is a powerful tool that takes your mystery shopping program past the single report analysis and helps gauge long-term results.

- Unlimited logins for each customer
- Custom access by user/user level
- Real-time custom report creation
- Hyperlink drill-down navigation
- Easy on-screen viewing and printing
- Isolate problems and developmental areas
- Analyze trends and recurring issues
- Compare reports, months, quarters side by side
- Comparison reporting for similar locations
- Section exclusion / inclusion options
- New report options and development available



Current Reports:

- Individual Report Comparison
- Monthly Summary/Comparison
- Quarterly Summary/Comparison
- Yearly Summary/Comparison
- Multi-Location Summary/Comparison
- Similar Location Comparison (Monthly)
- Similar Location Comparison (by date)

Coming Soon:

- Client Dashboard
- Question Exception/Summary
- Section Exception/Summary
- Net Promoter Comparison
- Competitive Summary/Comparison

sample screen shot

Amusement Advantage Monthly Summary - Microsoft Internet Explorer

File Edit View Favorites Tools Help

Monthly Summary Report: Apr 2005 - Dec 2005 Apr May
Total: 80.8% 84.3%

Website	88.5%	92.6%
Website layout was easy to understand	85.7	100.0
Website was easy to navigate	100.0	100.0
Website contained adequate information	100.0	66.7
Website was entertaining and fun to visit	75.0	66.7
Hours of operation were easy to locate	100.0	100.0
Online ticket purchase options were easy to find	100.0	100.0
Online ticket purchases seemed easy to complete	100.0	100.0
IMAX info was easy to locate, updated and relevant	100.0	100.0
The gift shop tab was easy to locate	85.7	100.0

Phone Call	61.8%	84.7%
Phone system was easy to navigate	2.3	2.7
Recordings and menus were clear and easy to understand	3.0	3.3
It was easy to reach a live person	66.7	33.3
Call was answered in 3 rings or less	33.3	100.0

Digital Pictures - Adding digital pictures can help document and clarify the observations of the mystery shopper. This can be especially helpful in identifying employees who are not wearing nametags and documenting facility cleanliness and safety issues that a shopper reports. Digital pictures are sent via email and can be easily viewed on your computer.

Recorded Phone Calls - Digital audio files can be captured for any shop on which a phone call is being made. These recordings document the entire phone conversation and can be used as a powerful tool for employee coaching and training purposes. Having recorded audio files can be particularly beneficial for birthday party and group sales booking calls. The digital audio files are also sent via email and can be easily listened to on your computer.

IVR Phone Surveys - We can implement a complete IVR solution to capture survey data directly from customers or from shoppers or other researchers via a customizable IVR system. This data can then be viewed via your online reporting site. Surveys conducted via IVR can compliment your shopping program by validating the findings of shoppers through a larger sample size.

Contact us today to get started!

