

Amusement Advantage

Mystery Shopping Services

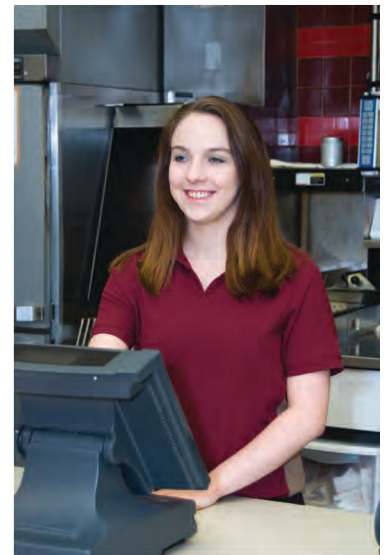
Measure *Your* Guest Experience!

Every aspect of a guest's experience is important and can increase spending and lead to higher attendance.

- *A typical dissatisfied customer will tell 20 other potential customers*
- *For every complaint received, there are 24 more unhappy customers*
- *It costs 6 times more to attract a new customer than keep a current one*

Amusement Advantage is dedicated to providing a critical look at guest service through custom-tailored mystery shopping programs. Amusement Advantage's programs for monitoring guest satisfaction provide the detailed feedback you need to enhance your training and staff development initiatives.

Mystery Shopping your facility with trained shoppers to anonymously evaluate customer service, safety and loss prevention helps to identify what customers are experiencing at your facility. Objective, anonymous, third-party assessments of your guest experience provide the information you need to ensure that your expectations are met. Independent impartial feedback also reduces any perception of favoritism in incentive programs. Amusement Advantage's mystery shopping programs identify areas of training which need improvement and areas that are working well.



Industry Experience - Specialization is the cornerstone of existing client relationships and the reason that Amusement Advantage is the only exclusive mystery shopping provider to the amusement industry. Specialization allows the company to be more in tune with individual client needs and the unique challenges associated with mystery shopping programs within these environments. Amusement Advantage has implemented over 100 mystery-shopping programs for amusement facilities of varying size, structure and annual attendance nationwide.

Trade Organizations - Amusement Advantage maintains memberships in industry associations including IAAPA, IALEI, WWA and NSAA. Amusement Advantage's membership in the Mystery Shopping Providers Association (MSPA) demonstrates adherence to a strict code of ethics and provides cutting edge methodologies, news and strategies for mystery shopping programs. The Mystery Shopping Providers Association (MSPA) is dedicated to improving service and promoting excellence within the mystery shopping industry.

Company History - Amusement Advantage was formed in 1997 to serve this unique market niche. Born out of their enthusiasm for the amusement industry, company owners Scot and Christine Carson combine over 15 years of amusement park management, customer service, mystery shopping experience. Amusement Advantage has emerged as a respected mystery-shopping provider within both the amusement industry and the mystery shopping industry. Amusement Advantage continues to invest in advanced technologies, establish strategic relationships and explore value-added services, while maintaining a personal approach in service to all clients.



Custom Tailored Programs - Amusement Advantage partners with your leadership team to completely custom-tailor a detailed mystery-shopping solution that best meets the needs of your organization. We work with you to incorporate existing employee recognition programs and offer on-the-spot shopper recognition and award programs as well. We use industry-standard and facility-specific criteria to establish each question on your evaluation form. Our programs are adapted and molded as needed to meet your organization's changing goals and programs. Amusement Advantage is dedicated to each client and is able to provide personalized service and 100% effort to each program. Management is able to react quickly to changes and challenges as a direct result of the key decision makers playing an integral part in all the daily operations.

Shopper Selection - Amusement Advantage's shoppers complete an extensive application process before being selected for an assignment. Demographics, narrative responses, previous experience, and qualifications determine their eligibility. Certification with the MSPA is highly regarded. Phone interviews are also utilized in some cases. Amusement Advantage ensures quality shoppers via the written and verbal screening process in addition to holding them accountable to quality standards and program expectations.

Timely and Accurate - Results are submitted to you via email within 48 hours of the shopper visiting your facility. Results are thoroughly evaluated by our professional editors to answer any outstanding questions and provide the necessary details and explanations for observations and findings. Evaluations are performed during the hours specified by your leadership team as needed. We suggest scheduling evaluations during all types of hours of operation each month to evaluate staff and conditions during all different conditions.

100% Satisfaction Guaranteed

Technology - Amusement Advantage utilizes the latest technology, including custom online result-submission forms to eliminate shopper errors and get the highest quality results the first time. We utilize a state-of-the-art data center that is monitored and supported 24/7/365 by on site network administrators. For the utmost in service, uptime and redundancy, this infrastructure features the latest technologies and security precautions. Security measures to protect data include state-of-the-art biometric and physical control devices, manned 24/7/365 via security and video surveillance. Enhanced services include custom web-reporting (summary/comparison), digital photos, recorded phone calls (audio files) and IVR phone surveys. For more information about these enhanced services please see the separate *Enhanced Services* document.

References - Amusement Advantage's first-rate services continue to garner a strong and dedicated client base and key professional alliances within the amusement industry. We urge you to contact any of the references listed on our reference list for a direct testimonial.

Contact us today to get started!



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