

# Improving Employee Performance

A national drug chain worried that many of its store managers were undermining training guidelines and associate behavior. Associates' in-store performance was deteriorating, and customer perceptions of the chain's service were beginning to suffer.



## Solution: Mystery Shopping Program

StellaService worked with the client to develop a customized shopping scenario requiring specific interactions with a store manager. Interactions were followed by a detailed audit, evaluating the quality of each interaction and ensuring that managers were providing the same great service their employees were expected to provide.

Following the audit, a baseline of the 44 highest and lowest scoring stores was created. Managers were informed of their results and given helpful critiques, which highlighted specific and actionable areas for improvement. The Managers were informed that there would be unannounced follow-up visits.

## Results

Two months later, the follow-up mystery shops revealed significant improvements across both low and high scoring stores. **Low scoring stores realized a 25% improvement in name tag use and a 7.3% increase in making eye contact. The high scoring group achieved a 7.9% increase in greeting customers and a 20.6% improvement in communicating a parting comment.**