

OUR TECHNOLOGY

SQM provides its clients with the ability to complete projects using our Integrated Research Internet Solution (IRIS). This extremely stable, flexible, and cost effective software solution enables management to easily target valuable information to the right people, in the right place, at the right time, in any format they desire.

Benefits include:

- Customized programs for each of our clients
- Fast, accurate reporting of information
- Actionable information for specific job functions
- Generate customized reports, including simple graphs and charts for easy analysis
- Relieve the administrative costs associated with program management
- Integrate multiple customer feedback components into one location

For those companies unable to take advantage of our Internet solutions, a variety of flexible reporting systems are available, including: e-mail, fax, and mail.



OUR REPRESENTATIVES

SQM Mystery Shoppers fit your needs. By using SQM's sophisticated profiling tools, you can target Representatives with specific demographics, backgrounds, and levels of experience that match the profiles of your customers.

Our award winning Shopper Training Educational Program (STEP) provides ongoing training and development for SQM Representatives. This results in valuable insight and information being received by our clients.

Get Informed...

Do your employees adhere to company policies and procedures?

Are staff knowledgeable about your products and services?

Are staff maximizing sales opportunities?

Is training actually changing behaviours?

How are you reinforcing your training?

Do your managers have the information they need to make decisions?

How do you rate against your competition?

Sensors Quality Management Inc.

"Common Issues. Customized Solutions."



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Sensors Quality Management Inc.

MYSTERY SHOPPING PROGRAMS





ABOUT THE COMPANY

Sensors Quality Management Inc. is an unbiased third party inspection company. Although our main focus is the design and implementation of Mystery Shopping Programs, SQM offers a variety of Quality Assurance and Market Research services.

WHAT IS MYSTERY SHOPPING?

Mystery Shopping provides clients with an unbiased evaluation of their operations' quality, service, cleanliness, and value, with the goal of improving productivity, efficiency and profitability.

Mystery Shopping involves SQM Representatives acting as customers and guests, and placing unannounced visits and/or calls to your business.

SQM works with your organization to customize a program focusing on the distinct standards and characteristics that define your business. Independent evaluations are then conducted to ascertain whether the standards and criteria developed by your company are in place and being followed.

TYPES OF MYSTERY SHOPPING

- Site Visits
- E-mail Communications
- Telephone Calls
- Website Usability

	FEATURES	BENEFITS
OBJECTIVE VIEWPOINT	<ul style="list-style-type: none"> • Unbiased, third party inspections • Mystery Shoppers are trained customers who understand your corporate vision 	<ul style="list-style-type: none"> • Receive accurate and impartial information • Taken more seriously by employees • Gain valuable insight from the perspective of your customer • Understand the gap between customer and company expectations • Quantify Lost Opportunities
PERFORMANCE ENHANCEMENT	<ul style="list-style-type: none"> • Ongoing monitoring • Monitor adherence to company standards and procedures • Identify strengths and weaknesses of individuals within your organization • Bonus and Incentive Plans 	<ul style="list-style-type: none"> • Facilitate continuous improvement • Reinforce training and desired behaviours • Measure training effectiveness and employee development • Ability to identify areas of deficiency in order to improve performance and profitability • Target training dollars more effectively • Used to coach and develop employees • Improve employee teamwork and morale, while creating a fun and competitive environment
PROFIT BUILDING	<ul style="list-style-type: none"> • Identification of Lost Profit Opportunities • Outsourcing makes sense 	<ul style="list-style-type: none"> • Increase revenues, profits, and customer loyalty • Enhance Upselling and Suggestive Selling • Allows better use of internal staff, as they should be working hard to change your business rather than studying it
COMPETITIVE INSIGHTS	<ul style="list-style-type: none"> • Competitive Analysis • SQM's experience in different industries 	<ul style="list-style-type: none"> • Build on your competitors' strengths • Exploit other companies' weaknesses • React to changes in the market place • Gain advantages by understanding your competition • New ideas and opportunities from a variety of sources
PROGRAM FLEXIBILITY	<ul style="list-style-type: none"> • Constantly evolving programs • Flexible reporting structures • Targeted Shopper Profiles 	<ul style="list-style-type: none"> • Increase challenges and opportunities • By provide targeted and succinct information so management will not be inundated with unusable or irrelevant data • Representatives with appropriate backgrounds provide valuable and often unexpected insights