OUR TECHNOLOGY

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

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
- program management Relieve the administrative costs associated with
- feedback components into one Integrate multiple customer

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



OUR REPRESENTATIVES

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

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

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.



Sensors Quality Management Inc.

220 Duncan Mill Road, Suite 212 Toronto, ON M3B 3J5 Fax: 416-444-2422 Tel: 416-444-4491

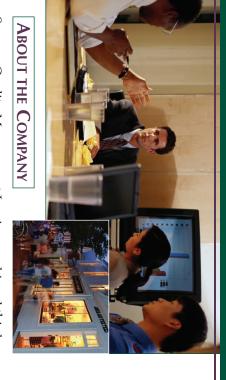
Website: www.sqm.ca

E-mail: sqm@sqm.ca



SHOPPING PROGRAMS MYSTERY





VIEWPOINT **OBJECTIVE**

Unbiased, third party

inspections

Mystery Shoppers are

trained customers

corporate vision who understand your

Quantify Lost Opportunities

company expectations

Understand the gap between customer and

your customer

• Gain valuable insight from the perspective of

 Taken more seriously by employees Receive accurate and impartial information **FEATURES**

BENEFITS

Ongoing

monitoring

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

ENHANCEMENT **PERFORMANCE**

Identify strengths

and procedures company standards

and weaknesses of

individuals within

 Used to coach and develop employees Target training dollars more effectively Monitor adherence to

Ability to identify areas of deficiency in order to

improve performance and profitability

 Measure training effectiveness and employee Reinforce training and desired behaviours • Facilitate continuous improvement

development

WHAT IS MYSTERY SHOPPING?

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

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

> BUILDING PROFIT

> > Outsourcing

Allows better use of internal staff, as they should be

working hard to change your business rather than

Enhance Upselling and Suggestive Selling Increase revenues, profits, and customer loyalty

makes sense

studying it

Profit Opportunities Identification of Lost Bonus and

• Improve employee teamwork and morale, while

creating a fun and competitive environment

Incentive Plans

your organization

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

COMPETITIVE

Competitive

Analysis

 React to changes in the market place Exploit other companies' weaknesses Build on your competitors' strengths

Types of Mystery Shopping

Site Visits

- E-mail Communications
- Telephone Calls
- Website Usability

Profiles

provide valuable and often unexpected insights

Program Flexibility			INSIGHTS	
• Targeted Shopper	• Flexible reporting structures	• Constantly evolving programs	• SQM's experience in different industries	
Representatives with appropriate backgrounds	 By provide targeted and succinct information so management will not be inundated with unusable or irrelevant data 	• Increase challenges and opportunities	• New ideas and opportunities from a variety of sources	 Gain advantages by understanding your competition