



Email Customer Service - Is your bank listening to you?

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Mystery (or secret) shopping is a type of quantitative research that provides clients with data that measures customer service standards, and consumer satisfaction and preferences.

Every month - and at no cost to either consumer or service provider - our mystery shopping service uses trained undercover "shoppers" to evaluate customer service operations, employee integrity, merchandising and product quality.

Our research puts the customer first, and helps them make informed decisions. We make lives fairer, simpler and safer for consumers.

Each year, NUMERIS will host a Service d'Or (Gold Service) Customer Excellence Award, which recognises services providers that get it right for the consumer.

<http://www.numeris-media.com/market-intelligence/4575392584>

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