



## What is the Newmarket Chamber of Commerce?

The Newmarket Chamber of Commerce is the voice and resource for Business in Newmarket. The Chamber represents the interests of members through:

- Programs and Services;
- Government Advocacy
- Policy Development

To learn more about Newmarket Chamber of Commerce, please visit:

[www.newmarketchamber.ca](http://www.newmarketchamber.ca)



## What is Competitactics®?

Competitactics® is an agile consulting firm that specializes in giving organizations the edge they need to compete. Areas of expertise include customer satisfaction measurement, competitive intelligence, mystery shops, market segmentation and strategic planning.

Competitactics is a member of the Markham Board of Trade and the Richmond Hill Chamber of Commerce.

For more information, visit our web site:

[www.competitactics.com](http://www.competitactics.com).



## What is Seneca?

Every Seneca diploma, certificate and degree program is developed to a high academic standard, in consultation with industry, integrated with information technology, combined with technical and transferable skills, and reinforced by opportunities for ongoing education and re-training. Employers have access to employment training and job ready graduates to meet their immediate and long term business needs.

To learn more about Seneca call: 905-201-8662, or visit [www.senecac.on.ca/cms/community/biz.jsp](http://www.senecac.on.ca/cms/community/biz.jsp)



**Seneca**  
SCHOOL OF MARKETING & E-BUSINESS



THE CANADIAN CHAMBER OF COMMERCE LA CHAMBRE DE COMMERCE DU CANADA

**Working together to offer members affordable opportunities to improve business processes and to compete better in today's competitive marketplace.**

## NEWMARKET CHAMBER OF COMMERCE Mystery Shopping Program

The Newmarket Chamber of Commerce, in partnership with Competitactics® and Seneca College of Applied Arts & Technology, is offering its members the opportunity to participate in a turnkey Mystery Shopping program.



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## What is Mystery Shopping?

Mystery Shopping is a form of market research. Posing as a typical customer, the mystery shopper observes service quality in an establishment. An effective mystery shopper is careful to blend in with other customers so as not to be 'discovered'.

Mystery Shopping is an effective way to identify gaps and best practices within an organization by observing how the business operates under everyday conditions.

## What's in it for me?

As a business manager, you know the importance of customer retention. Competitors attempt to erode your existing customer base through advertisements, promotions or product enhancements, which in turn raise expectations for new customers. Although a shopper's life will not come to a grinding halt if their expectations aren't precisely met, little things do influence his or her overall shopping experience. The role of the mystery shopper is to identify gaps that the customer might not voice – whereas the actual customer might simply decide to shop elsewhere.

For a fraction of the cost of setting up your own, this Mystery Shopping Program can provide you with a one-page report on the performance of your establishment. Depending on the level of participation in the program

We were very pleased with the Mystery Shopping that was conducted at our three locations. The information that was taken from the mystery shops allowed us to focus our staff meetings appropriately and allowed us to react quickly to a few problems that weren't immediately obvious. We would definitely use this service on an on-going scheduled basis.

**Brian Johns, Owner, Vince's Market**  
[www.vincesmarket.com](http://www.vincesmarket.com)

amongst your competitors, the report will also compare your results to pooled results of other firms. By identifying gaps in service and ways to implement and improve best practices, your organization can take steps to enhance customer satisfaction.

Given that large chains already have their own programs, our target demographic consists of independent retailers, restaurateurs and hoteliers. However, even for chain outlets, participation by local branches provides managers with a fresh set of eyes to better their performance.



## Project Manager

**Jim Davidson**, principal of Competitactics®, is a frequent speaker at business conferences on the topics of competitive intelligence and strategic planning. In addition, he has designed and implemented customer satisfaction studies and mystery shopping exercises ranging from insurance to fast food. To stay ahead of the curve, Davidson is leading the development of a graduate program in business intelligence at Seneca College of Applied Arts & Technology. At Atkinson, York University, Davidson helped to develop experiential education.

## Mystery Shoppers

Our team of mystery shoppers includes business professionals who work from home, and hand-picked post-secondary marketing students who have already demonstrated their ability in the classroom.

## How do I get started?

Participation in the Mystery Shopping program is open to retailers, restaurateurs, hoteliers and other service providers who are members of the Newmarket Chamber of Commerce.

For more information:

[www.newmarketchamber-mysteryshop.com](http://www.newmarketchamber-mysteryshop.com)  
or Jim Davidson at **905-967-1413** or **1-877-447-5189**  
[mysteryshop@competitactics.com](mailto:mysteryshop@competitactics.com)

Retail service is in many cases very poor. When we get good service it stands out...it should be the other way around. Many establishments do not know how to turn disasters into positive customer experiences.

**Don Flynn**  
**Lenmark Communications Ltd.,**  
[www.lenmarkgroup.com](http://www.lenmarkgroup.com)