



M O R I C O N

M Y S T E R Y S H O P P E R



# Company Overview January 2023

The benefits of MORICON Mystery Shopping  
for BTR and Housing Industry

# Where does Mystery Shopping come in?

Mystery Shopping helps with improving the Research/Consideration phase of your customer prior to them making purchase decision



# Customer & Brand Experience



Your customers – with the signing of the lease – can and should experience a continuation of your brand promise.

You did not just rent a flat (or buy a car) – you bought into the overall brand!

# Purpose of MORICON Mystery Shopping?

**We help developers and building owners to improve the customer and brand experience at the lettings phase with a robust standards and process audit programme – audit by audit.**

# Why MORICON Mystery Shopping?

As you are not present during the lettings process – do you know and trust that your team/estate agents

- **Represent your brand the way it should?**
- **Keep to critical timelines to secure the deal?**
- **Showcase your property in the best way?**
- **Appropriate communication happens throughout?**
- **An effort to make the sale is made?**
- **During the transaction, is customer service great?**

If you answered “no” to any of those questions, you might lose business and tarnish your brand – without knowing it!

# The Solution: Mystery Shopping

We incorporate hospitality and service elements into the lettings and prospective client journey audits.

The customisable audit helps to showcase your brand, enable your team to streamline their processes, test new standards and generates benchmarking information to fine-tune your business constantly.

# The Solution: Mystery Shopping

What does this mean in reality?

- Quicker response times after first-contact
- Targeted viewing schedule allowing for a more needs-based viewing of the client
- Better communication between first-contact team/agents to hone in on a client's preferred unit configuration
- Curation of favourable brand image influences purchase decision

It is cost-effective, quick and has the following 10 benefits for you:



# The 10 benefits of Mystery Shopping (1)

**Increase your  
Efficiency**

**Feedback from the  
customer's perspective**

**Feedback on team  
performance**

**Monitors state of  
facilities**

**Tests functionality of  
standards & processes**

# The 10 benefits of Mystery Shopping (2)

**Motivation for  
team**

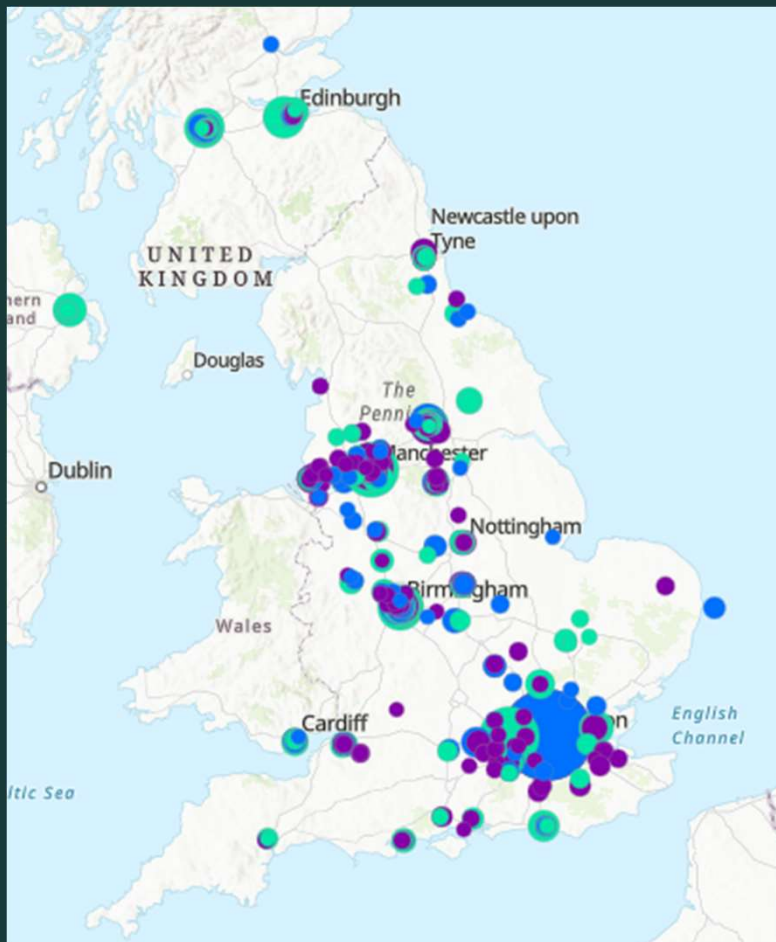
**What is essential for  
customers**

**Benchmarking tool**

**Identifies training**

**Improve tenant loyalty**

# What is the Market for Mystery Shopping?

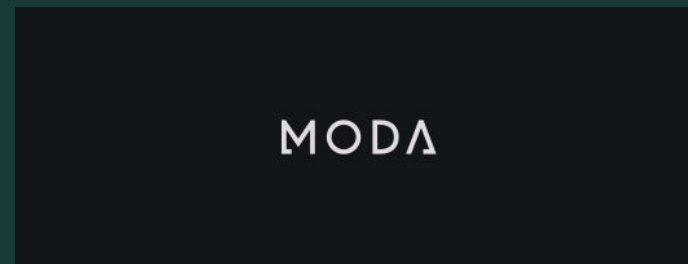


According to the British Property Foundation, there are currently, 237,362 BTR homes in the UK.

The market is split as follows:

- London: 96,585
- Rest of UK: 140,777
- Under construction: 47,764
- Planning: 115,859

# Clients of MORICON Mystery Shopping



# The Team of MORICON Mystery Shopper

**MORICON Mystery Shopper** is part of the award-winning London-based property consultancy **MORICON CONSULTANTS** – founded by Sebastian Moritz in 2017. He specialises in creating hospitality services and operational structures during the pre-opening and mobilisation phase whilst safeguarding the service vision.



Before opening his consultancy, he worked in the international hotel sector in for Fairmont Hotels, Shangri-La, Mandarin Oriental and Marriott before he joined the property industry. He opened One Hyde Park and consulted locally and internationally for Lodha Group, Grosvenor House and the Amaala development.

In 2021 he added MORICON Mystery Shopper to his portfolio to assist operators in BTR in increasing the brand and customer experience. His service-led approach puts the customer experience at the centre, aligning the customer's brand perception with standards and the brand promise.

Mystery Shopping can help you on  
your journey to excellence  
– audit by audit!



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