



M O R I C O N

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

The Benefits of MORICON Mystery Shopping for BTR and Housing Sector

What is Mystery Shopping?

Mystery Shopping helps to positively influence the Research/Consideration phase of your customer before a purchase decision is made



The audit validates and tests your standards and reports back on how the customer experienced your brand, your marketing and operations



Customer & Brand Experience



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

The brand experience starts with customers contacting you for a viewing – and you are only as good as your last audit!

Why MORICON Mystery Shopping?

We help investors, developers and operators improve the customer and brand experience at the lettings phase by de-risking the viewing process.

We achieve this with a robust standards and process programme – audit by audit.

Why MORICON Mystery Shopping?

As you are not present during the viewing 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?**
- **Communicate accurately and timely throughout?**
- **Showcase your property in the best way?**
- **Try to sell the apartment?**
- **Provide excellent customer service during all interactions?**

If you answered “no” to any of those questions, not knowing might lose you business and tarnish your brand!

The Solution: Mystery Shopping

What does this mean for you and your business?

- Quicker response times after first contact allow for faster turn-around of customer request
- Targeted viewing schedule allowing for a more needs-based viewing of the customer
- Better communication between first-contact team/agents to home in on a customer's preferred unit configuration
- Curation and scripting of the journey allow for a favourable brand image and influence the purchase decision

 **you need to showcase your service**

The Solution: Mystery Shopping

We incorporate hospitality and service elements into the viewing and prospective client journey audits and measure the experience.

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

Audits put your customer experience first and provide the decision-making data you want!

The Solution: Mystery Shopping

We fully understand the sector and what drives excellent customer service. Our audits and trend reports are designed to de-risk your processes and provide a solid set of customer-driven data to provide a strong foundation for your decisions.

Audits are fully customisable and can take many approaches to test your services: announced visit, walk-in visit, telephone inquiry and more..

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

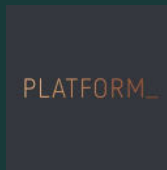
Where to find us?

MORICON Mystery Shoppers are currently active across the UK in

- London
- Manchester
- Leeds
- Birmingham
- Cardiff
- Liverpool
- Edinburgh



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 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 (One Grosvenor Square, Lincoln Square), Grosvenor House and the Amaala development in Saudi Arabia.

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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