

**MYSTERYPANEL®**

Mystery Shopping Fieldwork Services  
in Germany, Austria and Switzerland



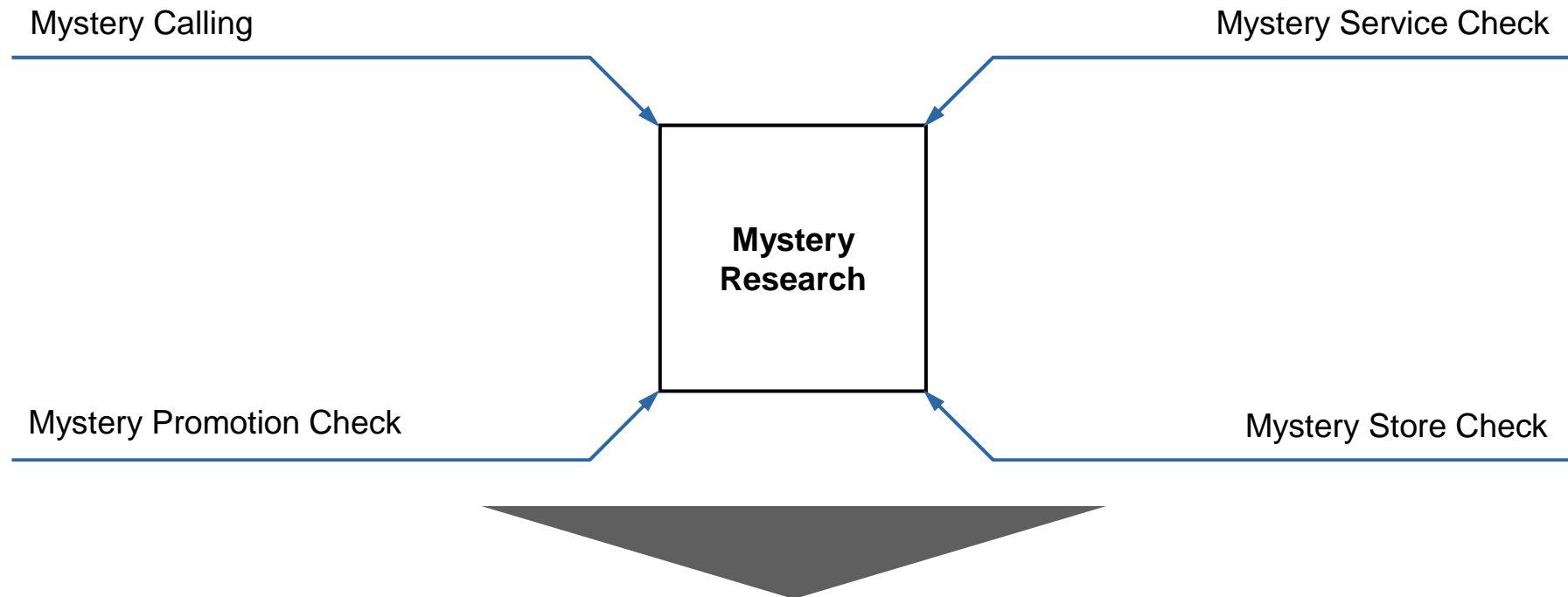
Dr. Grieger & Cie. Market Research

# Management Summary

- We are a **mystery shopping fieldwork service provider** for Germany, Austria and Switzerland.
- Our registered mystery shoppers provide plenty of information about their consumer behavior that exceed pure demographic data. Therefore, they can be **selected by various criteria**: socio-demographic attributes, credit and loyal cards they hold, household net income, car type/brand, insurances etc.
- Our mystery shoppers and product testers are **real customers**. Their power of observation comes from **training without compromising their authentic attitude** towards the observed services and products.
- For market research companies or consulting firms without their own field of mystery shoppers in Germany, Austria and Switzerland, we are offering **support throughout the whole process from recruiting to data delivery**. Therefore these companies can offer their clients additional services without recruiting, building and managing their own field.
- We are working objectively, customer-focused, goal-oriented and effectively. Our work is based on reliability, trust, professionalism and a high quality of assessment. **Discretion and maintaining confidentiality** is very important to us: Therefore, all information we receive from our clients remains confidential.

We are offering all types of mystery research.

TYPES OF MYSTERY RESEARCH



MYSTERYPANEL® has its own high class field of trained mystery shoppers in Germany, Austria and Switzerland

# High quality is important to us throughout the whole process.

## QUALITY MANAGEMENT



- Mystery shoppers have to elaborate their motivation upon registration (60% fail at this step)
- Mystery shoppers have to fill out a complex profile.
- All data provided is cross checked and updated frequently.
- Mystery shoppers are evaluated after every project.

- Mystery shoppers receive a detailed briefing for every project.
- Additionally mystery shoppers are trained personally or by phone.

- Questionnaires are pre-tested by experienced project managers and mystery shoppers.
- All mystery research projects are designed and conducted with a substantial focus on reliability, validity and representativeness.

- Results are checked for plausibility by two project leaders.
- Data can be delivered in all known formats.
- Results can be delivered in a detailed chart report with in-depth analysis

# For each mystery shopping project we can select the field by various criteria.

## EXAMPLES OF SELECTION CRITERIA

Selection criteria

- Socio-demographic attributes
- Demographic attributes
- Card possession (loyalty cards, bonus cards, credit cards)
- Insurances (health, finance)
- Financial services (bank, insurance company, broker)
- Automotive (car brand, type, year)
- Existing customer relationships (e.g. telecommunication, energy)
- Consumer behavior (products, preferred stores)
- Utilities (glasses, hearing aid, lenses, wheel chair)
- Electronic devices (e.g. digital camera, mobile phone)
- Magazines
- etc.

*Selection criteria are permanently extended based on your wants and needs*

# With our high quality database we can easily identify and contact appropriate mystery shoppers to conduct a project.

## DEMONSTRATION OF OUR MYSTERY SHOPPER DATABASE

### Datenbanksuche

Wählen Sie die Suchkriterien mit dieser Suchmaske aus.


Benutzer:

#### Suchkriterien

Nachname:	alle
Ort:	alle
Postleitzahl:	alle
Bundesland / Kanton:	alle
Land:	alle
Geschlecht:	alle
Altersklasse:	alle
Familienstand:	alle
Anzahl Kinder:	alle
Alter jüngstes Kind:	alle
Höchster Bildungsabschluss:	alle
Ausgeübte Tätigkeit:	alle
Ausgeübter Beruf:	alle
Haushaltsnettoeinkommen:	alle
Hilfsmittel:	alle
Auftragsarten:	alle
Mystery Shopping-Erfahrung:	alle
Interviewer-Erfahrung:	alle
Erfahrung Qualitative Befragungen:	alle
Erfahrung Produkttests:	alle
Krankenkassentyp:	alle
Krankenkasse:	alle
Bankname:	alle

### Hans Mustermann (Dummy) Profilseite

Mitglied seit: 30/07/2008



**Kontaktinformationen** | Persönliche Daten | Jobs | Kundenbeziehungen | Produkte | Haushalt

<b>Hans Mustermann (Dummy)</b>
<b>Vorname:</b> Hans
<b>Nachname:</b> Mustermann
<b>E-Mail-Adresse:</b> E-Mail-Formular
<b>Sichtbare E-Mail:</b> hans@mustermann.de
<b>Ort:</b> Musterstadt
<b>Postleitzahl:</b> 12345
<b>Straße und Hausnummer:</b> Musterstraße 2
<b>Bundesland / Kanton:</b> Hamburg
<b>Land:</b> Deutschland
<b>Telefonnummer:</b> 040-123456
<b>Handynummer:</b> 0123-45678910

**Kontaktinformationen** | **Persönliche Daten** | Jobs | Kundenbeziehungen | Produkte | Haushalt | Performance

<b>Geschlecht:</b>	männlich
<b>Altersklasse:</b>	31-40
<b>Familienstand:</b>	alleinstehend
<b>Anzahl Kinder:</b>	1
<b>Alter jüngstes Kind:</b>	6 bis 9 Jahre alt
<b>Höchster Bildungsabschluss:</b>	Abitur
<b>Ausgeübte Tätigkeit:</b>	Angestellter
<b>Ausgeübter Beruf:</b>	Bürokaufmann
<b>Haushaltsnettoeinkommen:</b>	mehr als 2.000 €
<b>Hilfsmittel:</b>	Brille

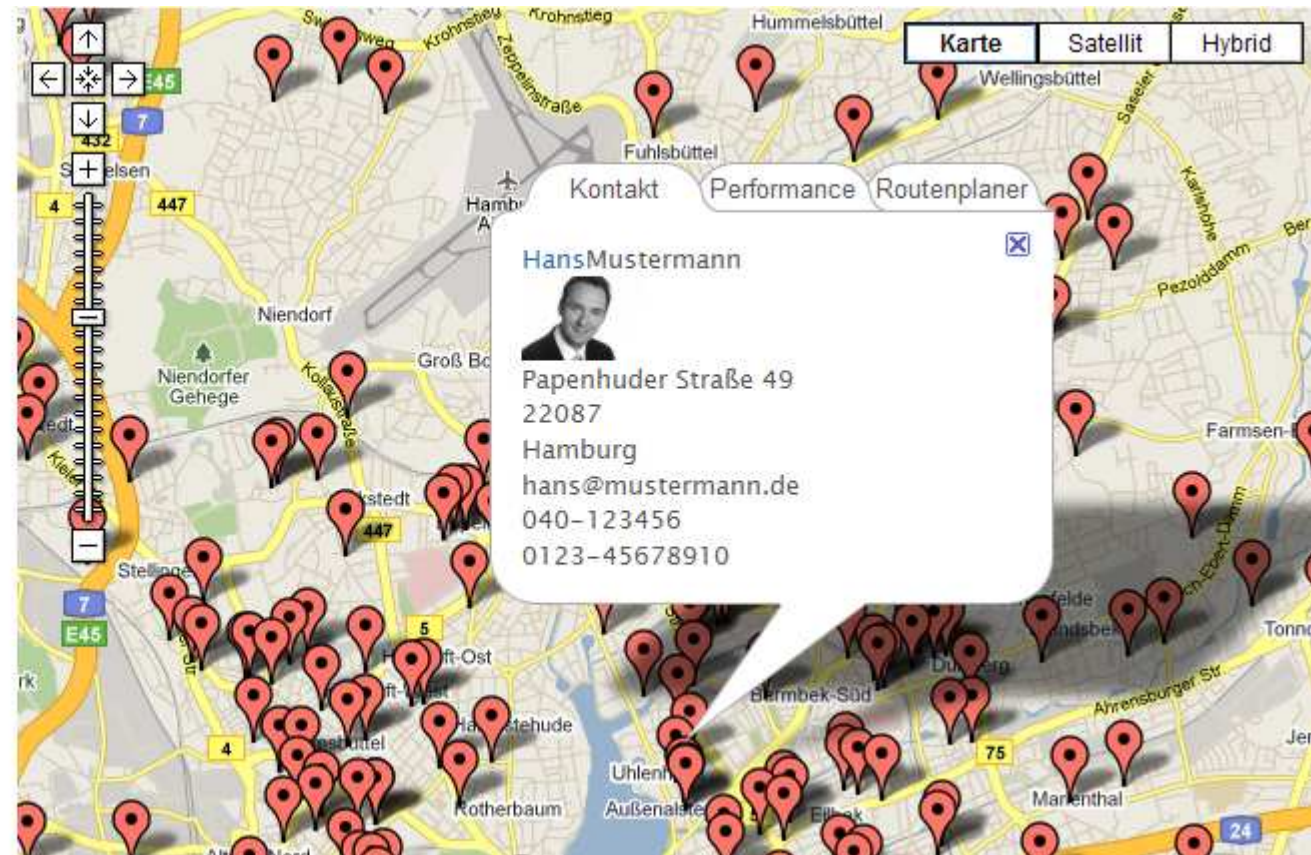
# Using our geocoding system, we can identify and recruit our mystery shoppers in the selected target region.

DEMONSTRATION OF OUR GEOCODING SYSTEM

Datenbanksuche

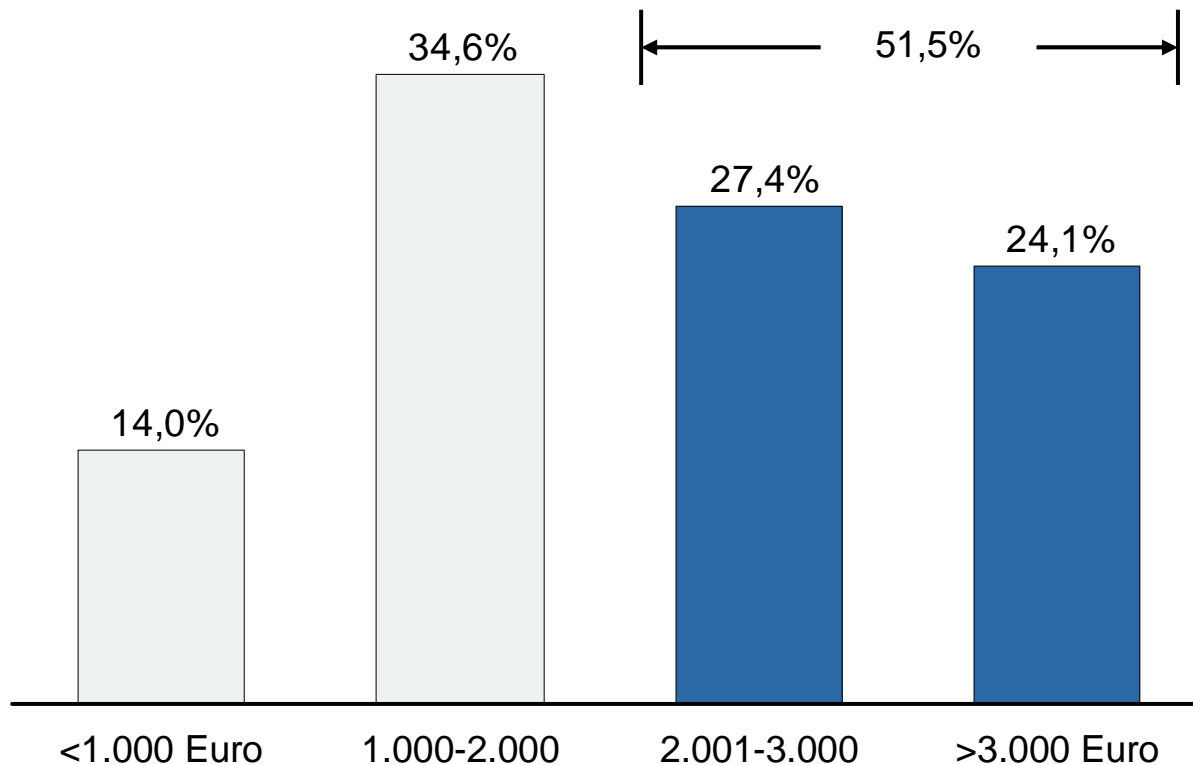
Kartensuche

- Baden-Württemberg
- Bayern
- Berlin / Brandenburg
- Hamburg
- Hessen
- Meckl.-Vorpommern
- Nieders. / Bremen
- Nordrhein-Westfalen
- Rheinland-Pfalz
- Saarland
- Sachsen
- Sachsen-Anhalt
- Schleswig-Holstein
- Thüringen



# Half of our mystery shoppers half a household net-income of more than 2000 Euro.

DATABASE INSIGHT



Half of our mystery shoppers half a high household net income.

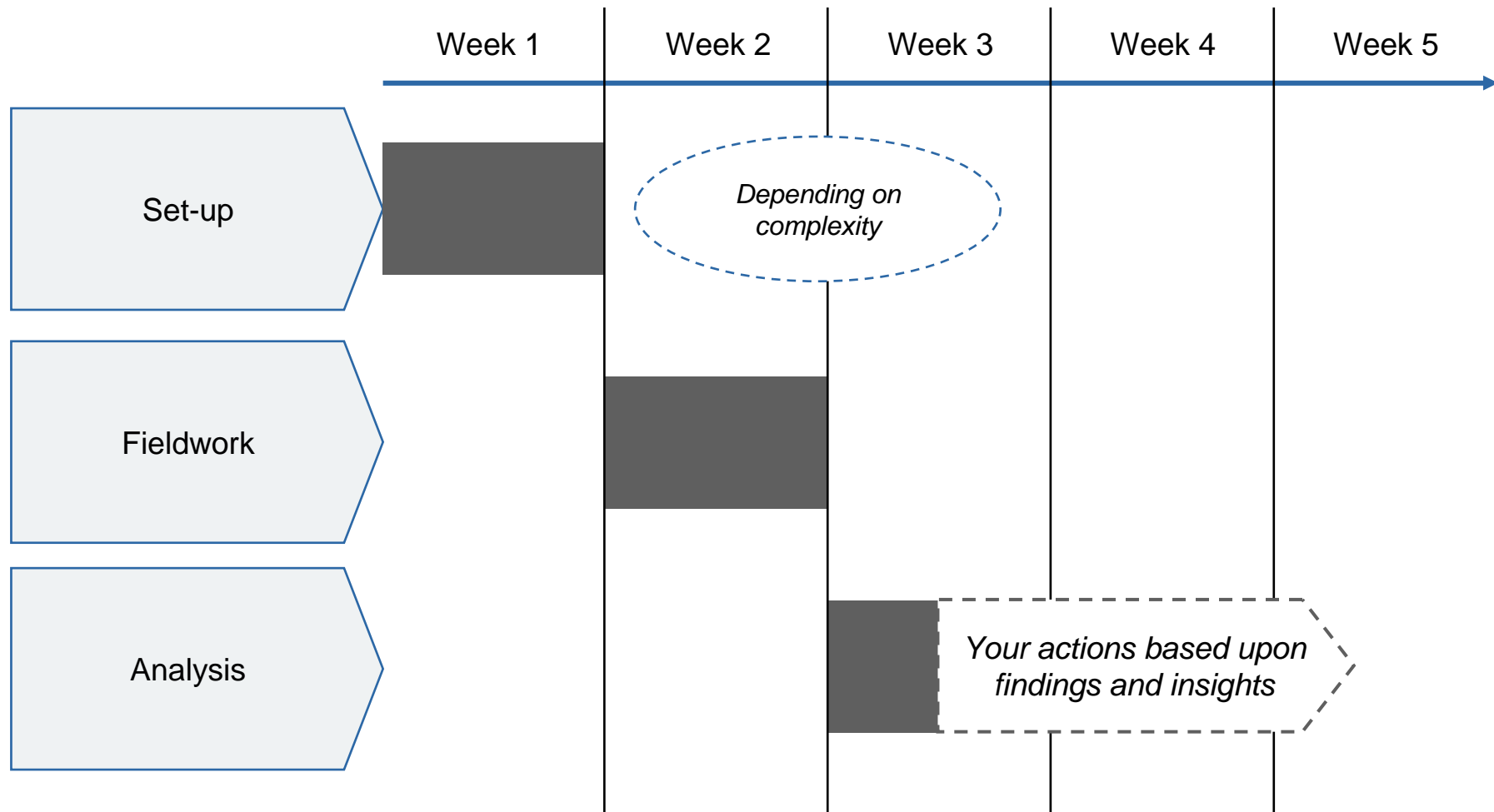
Therefore, our mystery shoppers are rather motivated by fun than by money.

We can therefore also implement projects where shoppers of luxury goods are needed.



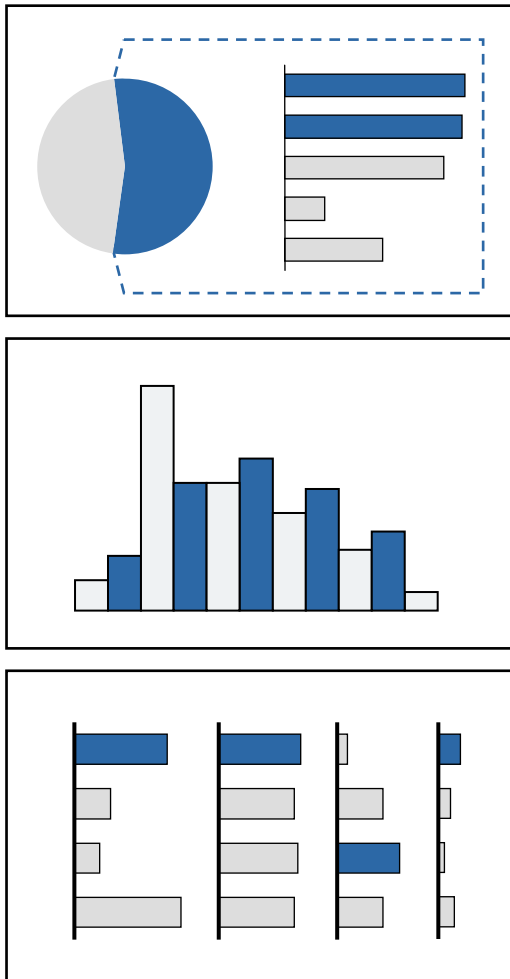
Depending on the complexity and amount of tests we can conduct a mystery shopping project within three weeks.

TIME FRAME



# We can deliver your mystery shopping results in a detailed chart report.

## OPTIONAL: MYSTERY SHOPPING REPORTING



- We can conduct a substantiated statistical data analysis with recommendations for actions.
- You will receive meaningful charts instead of pure data that is hard to be interpreted.
- We are able to deliver a chart report in your individual corporate design.
- You can easily integrate the charts into your management presentations.
- Necessary measurements and actions can be derived easily.
- You can work with the results without problems.

## Working with MYSTERYPANEL is beneficial.

### BENEFITS OF WORKING WITH US

- 1 We have a field of trained mystery shoppers in Germany, Austria and Switzerland.
- 2 Most of our mystery shoppers are very experienced due to many projects.
- 3 Mystery shopper profiles are frequently updated or deleted.
- 4 You can choose a field that suits your criteria.
- 5 We can set-up fieldwork in short notice
- 6 Data delivery can be in all known formats or as an individual chart report.
- 7 We have professional mystery shopping know-how.

# We are also offering quantitative and qualitative research in Germany, Austria and Switzerland.

## QUANTITATIVE AND QUALITATIVE RESEARCH SERVICES

### Quantitative Research

- Own field of experienced interviewers
- Own online access panel with 200k respondents
- Registered for interviews in main high frequency locations all over Germany, Austria and Switzerland
- Methods:  
CATI, CAPI, CAWI, PAPI, SAQ

### Qualitative Research

- Own research facility in Germanys second largest city Hamburg
- Partner institutes with research studios in all other relevant cities
- Large database to recruit all target groups for group discussions, focus groups, B2B and B2C

### Learn more:

[www.market-research-germany.com](http://www.market-research-germany.com)





## Dr. Gunnar Grieger

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- Apprenticeship as a ship broker in Hamburg and Vienna
  - Business administration studies in Kiel
  - MBA Program at Benedictine University, Chicago
  - Ph.D. at Flensburg University, dissertation topic: „*Mystery Shopping*“
  - Formerly junior partner and managing partner at a strategic consulting firm with national and international projects
  - Owner of market research company  
Dr. Grieger & Cie. | MYSTERYPANEL®
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The logo consists of a blue rounded rectangle with a white arrow-like shape on the right side pointing to the right. The word "MYSTERYPANEL" is written in white, uppercase, sans-serif font across the center of the blue area.

MYSTERYPANEL

[www.mysterypanel.de](http://www.mysterypanel.de)

[www.market-research-germany.com](http://www.market-research-germany.com)

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