

## Mystery shopping campaign management solution

**Performance in People (PiP)** is an innovative company at the forefront of customer service research. Formed in 2000, they deliver mystery shopping campaigns, training services and research surveys. The company represents many UK and global brands across a range of sectors including retail, automotive, financial services, leisure and public services.

### Integrating Call handling and Customer Care

PiP uses teams of experienced auditors, researchers and investigators to carry out assessments and surveys. They had identified a need for a resilient contact management solution to support their telephone mystery shopping activity across the UK and chose to work with **mplsystems** on a solution that would provide this support as well as provide web services integration with their own campaign software and databases.

### Enabling Homeworking

Mystery shoppers need to have local accents and sufficient regional knowledge to be credible as a local customer. So PiP asked mplsystems to create a contact management facility which would support homeworkers located across different regions. This virtual contact centre solution includes call recording enabling agents to record and review audio files remotely, or in the field, and complete evaluations.

### Cloud based Contact

The contact management solution is provided through mplsystems' Aurora hosting platform. This Cloud based system has allowed PiP to scale their solution and add more seats and features as the business grows. mplsystems manage the implementation and support for the system so that PiP to focus on their campaigns and customer care.

### Service Quality Monitoring and Reporting

The system provides PiP within automated (via IVR) call quality measurement system and comprehensive management information. Whether agents are home or office based they have access to these features and can operate as a single team.

Paul White, CEO of mplsystems, comments:

*"The flexible, modular nature of our intelligentContact technology means we have been able to create a great fit with PiP's own business processes and the services they offer to clients. Rich Cloud based solutions with sophisticated integration are a reality today with our technology."*

### Business benefits

- ✓ Cloud based contact enables the solution to scale as the business grows and new features are required
- ✓ Homeworking solution for regional agents
- ✓ Integration with in-house customer software, systems and databases
- ✓ Call Recording is an integral part of the solution, not a bolt on
- ✓ Advanced service quality monitoring and reporting



*"We have been incredibly impressed with the speed and robustness of mplsystems' solution; rich integration with our own systems was achieved in weeks. Their open and innovative thinking has given us a real competitive advance in our marketplace."*

**Mike Dalloz, Managing Director, Performance in People**