

DATAMATICS

MYSTERY AUDIT: PARTNER IN SCALING CAPABILITIES



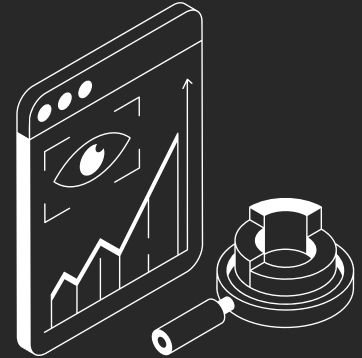
WHAT IS MYSTERY AUDIT?

Set of activities that enables the organization to monitor its performance in an anonymous and confidential manner. Mystery audit is an audit that, thanks to specially trained staff, offers the opportunity for an organization to assess and monitor the quality of services provided from the point of view of the customer.

WHAT IS IN IT FOR YOU?

IN PARTICULAR IT ALLOWS :

- Evaluating the service performance and identifying any operational issues.
- Gaining deeper insights into customer expectations.
- Assessing staff competency and the impact of training programs.
- Gathering valuable data for conducting market research.
- Benchmarking efficiency in productivity, quality, and business practices against industry competitors.



OFFERINGS

Mystery Shopper Recruitment & Qualification

- Shopper recruitment and KYC support
- Advanced shopper profiling
- Panel management technical support

Real-time Automated Analysis

- Advanced text, audio, and video analytics
- Data Science support

Assigning Events to Mystery Shoppers

- Intuitive web / mobile app portal development and support

Report Distribution

- Automated reports
- TruBI enabled dashboards for clients

Mystery Shopper Visit

- Partner for tele and web audits

Track Operational Improvement

- Data Science based Predictive Analytics
- Process Advisory & Consulting

Online Result Compilation

- BI enabled Project Management systems

MYSTERY AUDIT PROCESS FLOW

Our structured approach ensures accurate insights and actionable recommendations:

Understanding Client Requirement

Calibration, interviews, data review, and meetings

Questionnaire Setup Identify key topics, design and test questionnaires, finalize

Auditor Recruitment & Training

Selection based on criteria, recruitment, and training

Scheduling & Visit

Audit scheduling, client coordination, execution, and follow-ups

Quality Check

Define QC criteria, review audit reports, identify discrepancies

Reporting & Consulting

Data analysis, insights, recommendations, and report creation

DIVERSIFIED & COMPREHENSIVE MYSTERY AUDIT EXPERIENCE

- >> **Nature of Audits:** SOP implementation, customer journey, integrity checks, marketing collateral deployment, product knowledge.
- >> **Medium of Audits:** Retail/location audits, contact centre audits, online/web/mobile audits, and omnichannel audits.
- >> **Geography Covered:** 175+ countries across Africa, Asia, North & South America, Europe, and Oceania.
- >> **Insights & Consulting:** Backed by experienced market researchers and CX consultants for deeper business insights.
- >> **Proprietary Tools & Technology:** TruBI – our proprietary BI tool, combined with expert support, delivers scalable and tailored mystery audit solutions.

SUCCESS STORIES

Enhancing Student Experience

Datamatics mapped the full student journey (client and two competitors) by enrolling in the courses. The resulting insights drove process improvements, leading to a **22% increase in NPS** in the North American market.

Premium Beauty Brand Customer Care

Datamatics conducted audits across calls and social media to evaluate product knowledge and customer engagement. Insights helped the client improve service delivery, resulting in **8% higher up-selling, 6% higher cross-selling, and a 15% QoQ increase in NPS.**



CLIENT TESTIMONIALS

"Datamatics brought a unique blend of expertise. They not only helped us derive meaningful insights from data but also guided us in re-engineering processes to enhance consumer engagement effectively."

Manish Makhijani
Global CMI Director (PDC), Unilever

"Access Fares is committed to continuously enhancing our best-in-class customer service. Partnering with Datamatics has added immense value to our global premium services, with their team seamlessly managing the transition. We look forward to many shared successes ahead."

Mark Lowery
Managing Partner, AccessFares

ABOUT DATAMATICS

Datamatics enables enterprises to go Deep in Digital to boost their productivity, customer experience, and competitive advantage. Datamatics' portfolio spans across three pillars of Digital Technologies, Digital Operations, and Digital Experiences. It has established products in Intelligent Document Processing, Robotic Process Automation, AI/ML models, Smart Workflows, Business Intelligence, and Automatic Fare Collection.

Datamatics caters to a diverse global clientele across Banking, Financial Services, Insurance, Healthcare, Manufacturing, International Organizations, and Media & Publishing. The Company has a presence across four continents with significant delivery centers in the USA, India, and the Philippines. To learn more about Datamatics, visit www.datamatics.com

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