



Secret Customer Australia Launches New Software Package

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Over two and a half years in the making with 5 versions and the interaction of nearly a dozen software developers, it is now complete and working exceptionally well. The mystery shopping industry has a great deal of companies involved in it, with a great deal of them offering exactly the same product. Two American suppliers provide a large percentage of mystery shopping companies with their software solutions for both the on boarding of new shoppers and the report delivery to their clients.

When asked why he felt it was important to have a completely new type of software offering, Peter Martin, the Managing Director of Secret Customer Australia said, "We wanted to be able to offer our clients a clear, concise and useable reporting option that we can deliver directly to the people who need them. Although the current software options allow the users to login and break down the data themselves, the majority of clients we spoke to said they wanted an automatically generated report that could be used, not only as a management reporting tool but that could be easily displayed on the staff notice board in order to offer their staffing teams the recognition they deserved, in a format that would help motivate them."

Mr. Martin also said "We are entering a very exciting time in the industry with more and more companies recognising the importance of great customer service. It's the one thing that is so much easier to achieve face to face, giving the shop front stores a rare advantage over the internet based retailers."

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