



efficient at time management," explains Sagar.

But not just anyone can become a mystery shopper. Self-motivated, individuals with a keen eye for detail and fine points of a product or service, with good writing skills and computer literacy are preferred. The ability to report details that a normal customer may not have noticed or considered, makes the vital difference.

"Such steps help with key information regarding customer and employee satisfaction and loyalty, needed to deliver excellence, increase sales, improve overall quality of performance, enhance customer loyalty and to retain and train employees as well."

For the mystery shopper, the money per evaluation could even go up to Rs 1,000 per shop evaluated, or could also be in the form of reimbursement in terms of free gift vouchers.

Though it is fun being a mystery shopper, the experience is not something you can share with everyone. "Secrecy is the key in this profession. Agreed, mystery shopping is interesting, but it's an enjoyment you have to learn to relish in solitude," says Sagar.

So if you have an eye for detail and think shopping is pleasurable, you could actually be part of a team that specialises in the practice of using trained shoppers to anonymously evaluate customer service, operations, employee integrity, merchandising, and product quality. Why not? When you actually get paid to shop!

BAI is currently looking for shoppers across strata for multiple shops.

**For further details, contact: [baiindia@baiservices.com](mailto:baiindia@baiservices.com)**

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