

Mystery Testing pioneer since 1994

Mystery Testing

Mystery Testing is a market research tool that supports companies in identifying unbiased customers' perspective - just like customers truly experience the company. We brought the method of Mystery Shopping into Switzerland in 1994 and conduct approximately 8'000 Mystery Tests per year. Our customers can retrieve the tests' results online from our Lp-Mystery Testing Application®. In many years of experience we have constantly refined the method and can now offer the following types of application:

- **MYSTERY SHOPPING CLASSIC**

Shopping tests with lay customers in a shop or at a counter, predominantly in retail business.

- **MYSTERY SHOPPING PREMIUM**

Purchase- or counseling-tests with trained customers and individual feedback. For example, consultations in banks or insurance companies.

- **MYSTERY CALLING**

Test calls, for example testing telephone exchanges and customer service support.

- **MYSTERY VISITING**

Testing of services, such as in hotels, restaurants, public transport and airline companies.

Your benefit from Mystery Testing

- You will find out how your customers experience your company.
- You will receive specific and measurable statements thanks to clearly structured questionnaires.
- You can identify weak points and implement improvement measures (for example, training).
- The results of all tests are statistically processed and presented transparently. They are of easy comprehension as we work according to scientific methods.

Pioneers in Mystery Testing

- Lp Marktforschung AG was founded in 1994 with the idea of creating the first institute in Switzerland offering Mystery Testing as a professional marketing tool. Since then we gained a wealth of experience in a wide range of application areas and sectors. About two hundred experienced mystery shoppers from all regions of Switzerland are available for you at any time.

Quick and accurate results

- Thanks to our self-developed Mystery Testing web applications we are able to process test purchases in the whole Switzerland quickly and accurately, and deliver the results online shortly after the test has been carried out.
- The quality of the collected data is high, as we conduct consistent plausibility and quality control checks through all the steps and applications of the process.

Tailor-made presentation in our web application

- The results of the Mystery Testing are visible with just a few clicks in our online self-developed web applications. The assessments and reports will be designed by our in-house IT professionals to suit your wishes and requirements. All the graphics showing the results and evaluations can of course be downloaded into a spreadsheet application (Excel).

More information

- Please feel free to contact us. We would be happy to show you examples of application and sample evaluations.

Your contact person

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