

# Inspecting Your Expectations

## *Customer Relationship Management through Secret Shopping Services*

It's no mystery why businesses use Secret Shopping services to help them better serve their customers... it works and its been proven that improved customer service management improves your bottom line. Customer relationship management recognizes that customers are the foundation of a business's success and that good customer service is the key to retaining those customers. A company that can identify and correct its weaknesses will maintain a competitive advantage over its competition by continually improving customer loyalty thus increasing sales. Secret Shopping is the most cost-effective method of measuring customer service and is the linchpin of customer relationship management.

D. Gallant Management Associates' Secret Shopper Program helps organizations customize a strategy for customer service management. Our secret shopping program allows you to view your company's service levels through your customers' eyes. The valuable consumer research gathered through mystery shopping helps you evaluate your customer service and learn ways to improve it.

### **How does it work?**

**Custom Designed Programs** - Every organization has different needs, so every strategy developed is unique.

**Implementing the Program** – Shoppers prepare in advance for their mystery shopping assignment by reviewing detailed specifications about the organization's needs and developed strategy.

**The "Shop"** – Armed with information about the organization, the shopper visits client locations simulating a normal customer experience, paying careful attention to every detail of the visit.

**The Report & Utilizing Report Information** – A detailed report with findings, qualitative analysis and recommendations will be provided. A formal meeting to present the report will be scheduled.

The benefits of mystery shopping are evident when you see the consumer research collected from our mystery shopping services. You will learn how to retain current customers, attract new customers, enhance your employees' product knowledge and sales ability and recognize valuable employees. To find out how D. Gallant Management Associates' Secret Shopper Program can improve your bottom line, call our offices today at (207) 773-4800.

### **Immediate benefits can be seen after implementing a tailored Secret Shopping program:**

- ★ You'll be able to determine customer satisfaction and improve perceived levels of service;
- ★ You'll receive a customer's view of your business will help you increase profit;
- ★ You'll be able to confirm the integrity of employees, company procedures and internal controls;
- ★ The program supports an incentive program that will boost employee productivity & loyalty;
- ★ The program identifies problems, large or small;
- ★ and Targets your limited training resources!

## **Retaliation Claims Against Employers on the Rise**

The past predictions of legal experts have come true; retaliation claims filed against employers have risen dramatically. In fact, the number of retaliation claims filed with the Equal Employment Opportunity Commission has jumped 35% over the past decade.

The Supreme Court is forced to consider a fundamental question: What kind of employer behavior constitutes retaliation under Title VII of The Civil Rights Act of 1964?

The court's expansion of what constitutes retaliation may encourage employees with performance issues to assert discrimination. Therefore, HR professionals and employers need to give managers the guidance and tools they need to keep them from making a decision that is - or appears to be - retaliatory. HR Professionals will need to start by adding an anti-retaliation policy (or update an existing one), in order to reflect the Supreme Court's decision. The new policy should make it clear that workplace retaliation will not be tolerated; and supervisory training on EEO matters should be updated to reflect the new standard.

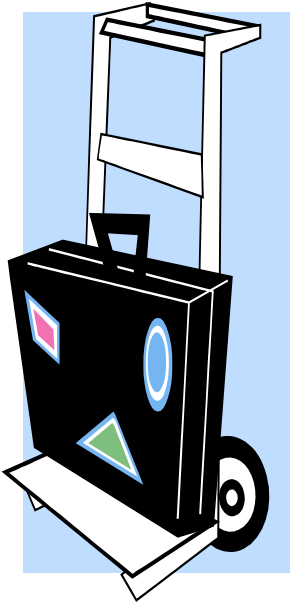
Many attorneys and HR Professionals are well aware that it doesn't take a strong discrimination case to make a strong retaliation case. In fact, it's often the weak discrimination claim that produces the big-time retaliation lawsuit.



### **Also, Did you know...?**

Retaliation is now easier to prove.

The definition of retaliation is broad, can take many forms and can occur outside of work.



A study released last year by the Families and Work Institute found that American workers have on average **16.6** paid vacation days, but that more than **36%** of employees did not plan to use their full vacation.

## Do you struggle with ...

- delegating tasks effectively?
- energizing employees?
- transforming resistance into support?
- interviewing legally?
- managing difficult employees?

## Than You Need to Join Us!!

### **“MANAGING PEOPLE SUCCESSFULLY”**

**a Supervisory Skills Seminar**

**on December 14, 2006 in Portland**

See our flyer insert or call our offices at (207) 773-4800 for more information!

## Recent Changes to EEOC & OFCCP Requirements



Along with the new EEO-1 Job Category changes effective January 1, 2007, the OFCCP (Office of Federal Contract Compliance Programs) has passed a requirement that federal contractors and sub-contractors must complete a compensation analysis in order to comply with changes to Executive Order 11246 (as amended).

Contractors and sub-contractors must complete a statistical analysis of compensation on an annual basis and must certify that they have completed the self-analysis.

In February, the office of Federal Contract Compliance Programs (OFCCP) also issued its final rule on the collection and storage of EEO data for Internet applicants.

Do you know what constitutes a “Qualified Applicant” and what doesn’t?

Deborah Gallant will be holding a workshop on this change and the new race and job group codes that go into effect in January.

Please contact our offices at 207-773-4800 to obtain more information on this essential workshop!

## Dear D. Gallant: I have a Question...

*Is there a topic you are interested in learning more about or a work related issue that you need advice on? Maybe there’s a new law applying to HR professionals that you just don’t understand.*

Here is an opportunity for you to ask us an HR related question that you would like to see answered in our next newsletter due out in January! Just write in you question below and fax it to us to (207) 773-4800 or e-mail us your question to [DGMA@dgallant.com](mailto:DGMA@dgallant.com). We can’t wait to hear from you!

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