



IGI FSI

Customer Service Excellence Program
integrated with Mystery Shopper feed back



Who we are:

IGI FSI is a Packages Group company, pioneering in emerging technologies driven business solutions. Equipped with state of the art technology, IGI FSI can become your growth partner anywhere around the world.



Only integrated tool that comes with:

De- bottlenecking Customer service process **“D”**

Mystery Shopper based feedback mechanism **“F”**

An integrated online Training **“T”**



Scope of Mystery shopper & Methodology

Research Sample

10 branches walk In and 10 Telephonic Inquiries

Objective

Objective of this research is to use the data to ascertain the level of Customer Service at the branch/outlets as well as to modify the training program to target specific areas of improvement

Research Methods

- Mystery Shopping Questionnaire
- Model Based on Mckinsey Research and Ron Kaufmann Service levels

Evaluated Areas

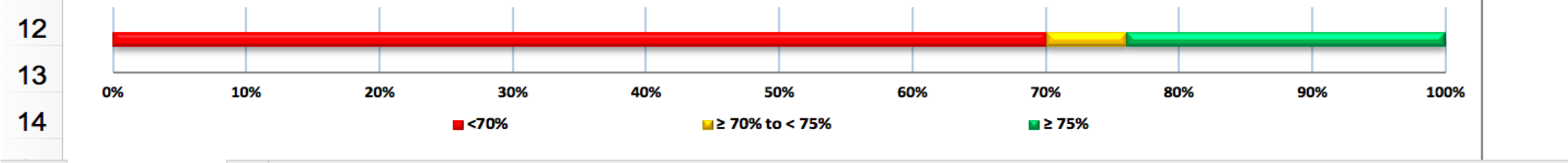
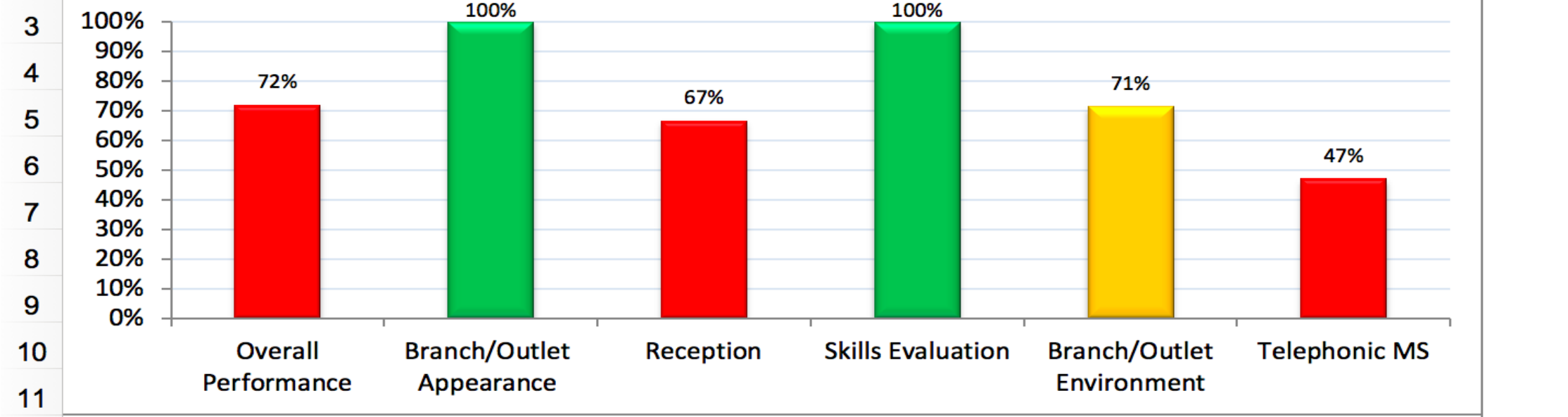
1. Branch/Outlet appearance
2. Reception
3. Skills evaluation
4. Branch/Outlet environment
5. Telephonic handling



A B C D E F

1 Moment of Truth

2 IGI FSI Report





Investment Required

125,000 PKR or 750 USD per person excluding taxes

Maximum 3 survey feeds per person

50% mobilization advance required

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