

Improving your
bottom line, with
every interaction



RESEARCH • DATA ANALYSIS • TRAINING

Do you really know what your customers are saying about your business? What sort of first impression your people are creating? And how the systems and processes in your business underpin your service strategy?

OOPS is a specialist in every aspect of service operations and processes, and their impact on your customer experience. Bringing expertise built over 17 years in mystery shopping, service benchmarking, surveys and focus groups, and staff training and development, OOPS has the skills and experience to really shift the performance of your business.

The OOPS team – led by founder and Managing Director, Michelle Pascoe – is passionate about really improving the performance of your service-based business. Unlike competitor rating agencies, our Mystery Snoops are on our regular payroll: they receive ongoing training in our best practice service standards, systems and methodologies.

Our proprietary reporting systems – hosted in the Cloud for real time access – are not just a reporting tool but a real opportunity to understand your customer interactions and service functions. Audit data is available online within 24 hours of each Mystery Snoop visit, giving you full visibility over every aspect of the process.

With an audit scope, question inventory and reporting system all able to be tailored to suit the needs of any client in any industry, you'll always receive meaningful information in an easy to use format.

Bringing heart and soul to mystery shopping

At OOPS we pride ourselves on our long-term client relationships. The performance of your business is our priority, and our goal is to experience every aspect of what your business has on offer. This ensures that our feedback will make a difference to the customers you serve and - ultimately - your bottom line.

Our team of Mystery Snoops don't just skim the surface; we spend ample time on the ground in your organisation. We interact with staff and other customers and – with confidentiality assured – provide you with the necessary insights to really see the business as the customer does – by standing in their shoes.

With absolute integrity and quality assurance, we help you to make informed decisions about the aspects of your business that matter to your customers. And we don't just issue a report; we work with your executive team and management to share the insights we have gained, impart our knowledge and help you to actually implement the change.

“Mounties Group is proud to be associated with OOPS for the past 10 years. Over that time, Michelle Pascoe and her team have provided our venues with constructive and objective feedback through timely and well communicated reports.

Understanding that no two venues are the same, Michelle remained flexible to our needs and tailored reports to meet our requirements. The OARS system provides valuable feedback immediately after a visit which in turns allows any issues or compliments to be addressed in a timely manner.”

OOPS offers a full customer service research, analysis and training suite

- ~ **The OOPS Insight Report** - comprehensive analysis of all customer facing aspects of your business
- ~ **Competitor audits** - with detailed positioning maps of your service offerings against industry peers
- ~ **Trends analysis** - an overview of your key metrics and performance data over time
- ~ **SWOT analysis** - strengths and weaknesses identified during audits with a summary of opportunities for development
- ~ **Customer research** - surveys and focus groups to delve into the needs and expectations of your customers
- ~ **Strategic consulting** - for input to your strategic planning and marketing activities
- ~ **Staff training & development** - to assist you in customer service skilling, building team relationships and giving your people the ability to anticipate and serve the needs of your clients.

Our clients love us...
and so will you...
guaranteed!

Campbelltown Catholic Club
West's Leagues Club
Mounties
Cabravale Diggers
Liverpool Catholic Club
Parramatta Leagues Club
Central Club Menai
East's Leagues Club
Dee Why RSL Club
Canberra Labour Club
Campbelltown RSL

Belrose Bowling Club
Harbord Diggers
Thurgoona Golf Club
Rooty Hill RSL Club
Workers Blacktown
Revesby Workers
Mooney Mooney Club
Juniors
Mingara
Westport
Canterbury Leagues

The Novotel
Mercure Hotels
Rydges Hotels
Kennards Self Storage
Paul Wakeling Motors
Goldcrest Security
one55 Health & Fitness
AquaFit
Health Mates
.... and many more

We bring innovation to everything we do

In a service business, what matters most is real time reporting and the ability to identify and remedy service breakdowns quickly. That's why OOPS developed our own proprietary reporting system that has the results of your Mystery Snoop activities onto your own personal dashboard within 24 hours of each visit.

In-built functionality enables various aspects of the reporting to be delegated down the management chain, in line with role responsibilities and authorities of your team.

"OOPS has been providing Staff Training and Mystery Shopping services to Campbelltown Catholic Club since 2001. Michelle Pascoe, principal of OOPS takes a personal interest in the success of the Club and her flexible approach to all requests sets her and OOPS apart from other service providers in this industry."

Bespoke reporting - online in real time

We work with you to develop the scope of the audit and reporting questions drawing on our vast experience across a range of diverse industries and service organisations including Registered Clubs and Hospitality, Health and Fitness, Automotive, Self Storage and more.

A quantitative measurement system ensures your business can be benchmarked to industry peers and tracked over time in trends analyses. Supplemented with important qualitative feedback, easy to read and understand reports will really paint a picture of the kind of experiences your customers are receiving, day in and day out.

Ignite the potential in your people

In addition to research and analysis, OOPS writes and presents a series of practical and motivational workshops designed to really lift the service standards in your business, shift the thinking of your people in relation to their customers, and ignite the potential in all of your team.

Our workshops cover all the practicalities and operational aspects of giving excellent customer service - from welcoming and dealing with enquiries, to effective telecommunications, to service in the retail context.

How can we help to ignite your potential?



No matter what your industry or business, OOPS will gather the insights you need to improve your business bottom line, by improving the quality of your customer interactions.

For a no-obligation consultation please contact the OOPS team:

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OOPS offers tailored training solutions for:

- ~ FRONTLINE STAFF
- ~ EFFECTIVE TELEPHONE COMMUNICATION
- ~ COFFEE SHOP, BISTRO & RESTAURANT STAFF
- ~ MICROPHONE AND PRESENTATION SKILLS

Customised training solutions

Each workshop can be customised to your individual needs and - importantly - uses examples from the OOPS Insight reports to provide real life context and scenarios.

Our interactive workshops provide ample opportunity for role playing, team and communication building, and case studies to really embed the learning.

Guidelines for continuing self assessment and skill development are included in each module.



Michelle Pascoe, Managing Director