



Mystery Shopper sponsors IMSC conference.

Mystery Shopper was among the sponsors of the 2011 Florida IMSC (Independent Mystery Shoppers Coalition) Conference that was held in Orlando the weekend of May 13th - 15th, 2011. This company is owned by Bahamians Dorian Roach, Katie Roach-Loureiro and Ryan Knowles. The IMSC Conference is held bi-annually for mystery shoppers to meet mystery shopper providers (MSPs). In being a sponsor of this event, Mystery Shopper was able to network with many other similar companies both in the US and internationally, as well as to recruit more shoppers.

Mystery Shopper has several local clients and continues to expand its clientele, recently branching out to South Florida. "Currently we provide around 300 shops a month between all of our clients, so we are in constant need of new shoppers. Presently we have around 80-90 registered shoppers, but only about one-third of those are actively working," says co-owner Dorian Roach. "In this business it is important to keep providing fresh faces and voices for the customer experience."

The IMSC Conference included educational sessions for mystery shopping in fast food chains, casinos, hotels, hospitals, fine dining, real estate and cruise ships. "These areas are at the heart of industry in the Bahamas, and our company can not only assess the level of customer service provided but offer training to better the customer experience," says co-owner Katie Roach-Louriero. "While it is a relatively new concept to businesses here in the Bahamas, our clients are fast seeing the benefit of using mystery shoppers. Just about every industry that relies on service staff can use mystery shopping as a tool to improve their business."