



For Immediate Release

Mystery Shopping Can Provide Eye-Opening Look

Toledo, Ohio, (PRWEB) October 8, 2009 – [RitterAssociates](http://www.ritterassociates.com), the company that helps build great customer experiences and is one of the fastest growing providers of customer experience and customer satisfaction measurement data in the United States, is featured in the October NACS On-Line Magazine.

Stanley Gene Hart is president of Toledo-based RitterAssociates, which performs nearly 300,000 mystery-shopping visits per year for all the industries it serves. In an article entitled “They’re Watching You” in the October NACS On-Line Magazine, Hart describes where the real value lies in an ongoing mystery-shopping program.

“All programs are tailored to the specifics of each client,” he said. “A customized assessment follows the path of a typical customer.” Results, including digital photos of each location visited, are usually available within 48 hours on a dedicated website, along with other reports and analysis.

Conducting store visits and collecting information are only part of a successful mystery-shopping program. Hart says that the greatest risk is “relying on the data itself to solve any performance or compliance problems.” The retailer has to act on the information gathered, which can provide “an eye-opening look” at what makes customers happy.

About RitterAssociates

Since 1974, RitterAssociates has provided accurate, quantitative, and actionable customer measurement data that enable our clients to maximize their return on investment and gain a competitive advantage in the marketplace. RitterAssociates combines talent with technology to create the most effective custom measurement program to fit your needs. For more information about RitterAssociates, visit us at www.ritterassociates.com.

Media Contact:

Julia Unbehend
Public Relations
RitterAssociates, Inc.
209 North Reynolds Road
Toledo, Ohio 43615 USA
Tel: 419-535-5757
Fax: 419-535-5646
Email: PR@ritterassociates.com

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