



Reiss Case Study

REISS

Client Brief

Reiss was founded in 1971 by David Reiss and has since grown to be a global leader in fashion for both men and women.

Today Reiss is a highly respected, prominent business with a high profile celebrity and royal family following.

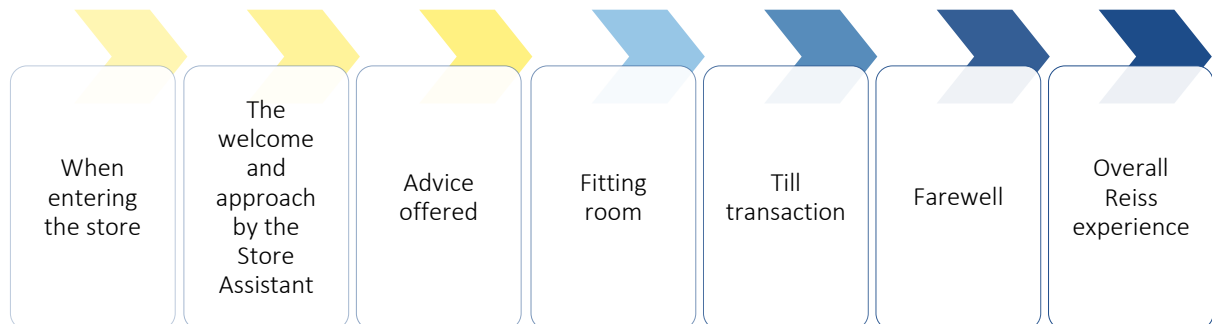
'The Reiss customer looks for original and directional design with a strong focus on quality and detail. They expect impeccable service across all channels.'

Project

To help maintain this high standard of service, Reiss embarked on a mystery shopping programme with MSL (Mystery Shoppers Ltd) in 2013, who have held the contract ever since.

The objective was to measure the customer experience when visiting a Reiss store to form a Continuous Improvement Programme which uses the mystery shop results as part of the Reiss KPI league and bonus scheme.

The shoppers look measure the following aspects of the service:



The Management Team at Reiss are able to view their results through the MSL bespoke online portal as soon as they are quality checked by the team in charge of running the programme.

To date, there have been:

- 2,031 successful visits
- to 71 stores in England, Scotland, Wales, Northern Ireland, Eire and Jersey
- 42 waves of mystery shopping
- Five versions of the questionnaire to match the changing services and offering

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