



CUSTOMER & PARTNER EXPERIENCE

Secret Shopping & Customer Journey Purchase Assessments

The way your customers interact with your company is important to creating lasting relationships. Even a simple call into your sales center can affect your customer's perceptions of your company. At Extra Mile Marketing we routinely conduct secret shopping assessments to experience and evaluate the entire purchase process, including sales and support. We provide transcripts and detailed reports that include feedback on your strengths and opportunities for improvement.

Buy: Calls to Action

- Main CTA: Register your interest now!
- What does this mean?
- Some buttons don't take you to contact link
- Read our more info - expect to find out more about CDP Program, but it goes to Office 365
- Register today - Cloud Channel Summit 2016, but goes to Outlook page
- Sign up now - Webinar series, but goes to top of page

Promos

No promos or offers found. Best practices:

Buy: Purchase Process

- 1 Clear call to action "Let's get started..."
- 2 Great description of what they will receive when prospects complete the form.
- 3 Nice to see contact information included upfront since I have any questions or want to talk with someone. It's also nice to see more than one way to contact us.
- 4 We recommend asking only relevant questions on the customer form. The emergency contact number, while it's not required, doesn't seem necessary.
- 5 What happens if a prospect wants to purchase today and get started? There is no easy way to purchase directly from your website. Prospect are required to talk to a MessageStream team member or completed the form in order to get added to the reseller program.

To discuss options for a secret shopping to help your team achieve their sales goals, send us a quick [email](#) or call us at (425) 746-1572, and we'll set-up a meeting.

