



BUSINESS AUDIT SOLUTIONS

# Strategic business audits, powered by the modern workforce

**ENSURE OPERATIONAL EXCELLENCE AND DELIVER DIFFERENTIATED EXPERIENCES WITH BUSINESS AUDITS FOR RETAIL AND HOSPITALITY**

*Covid-19 Safety Audits  
Customer Experience  
Property Audits*

*Mystery Shopping  
Quality Management Audits  
Compliance Audits*

When your brand is distributed, whether online or around the world, you need to ensure a safe, consistent, compelling experience. But it's difficult to access standardized, trustworthy data that leadership can use to compare performance, manage people, and make informed decisions.

When you can't visit every location, trust Shiftsmart business audits for incomparable market research and retail intelligence. We evaluate sales performance, operational compliance, and more so you can maintain your standards and maximize your customer experience.



## PROTECT YOUR BRAND

Guarantee that each location complies with corporate standards and industry regulations with detailed compliance audits.

Shiftsmart helps you give every customer the same level of quality and service -- and maintain the brand standards that they expect.



## GROW YOUR REVENUE

Gain the intelligence and insight you need to increase revenue and inspire loyalty.

With Shiftsmart mystery shopping, you get unparalleled visibility into the customer experience at the individual and aggregate levels so you can continuously optimize your operations.

# What makes Shiftsmart different?

Shiftsmart business audits rely on our 300,000+ workers in 25 countries to perform quantitative and qualitative evaluations of hospitality and retail experiences. From running compliance audits on branded locations to gaining visibility into third-party sales tactics, assessing a digital buying experience to calculating order accuracy at a restaurant, Shiftsmart gives you the information and visibility you need to make informed, data-driven decisions.

## Protect your brand. Grow your business.

Shiftsmart business audits give you eyes on the ground when you need it most. Visit [www.shiftsmart.com](http://www.shiftsmart.com) or email [info@shiftsmart.com](mailto:info@shiftsmart.com) to learn more about compliance audits, mystery shopping programs, and more with Shiftsmart.



[info@shiftsmart.com](mailto:info@shiftsmart.com) | [shiftsmart.com](http://shiftsmart.com)



**Fast results.** Get up and running fast and see results almost as quickly with our responsive team, agile operations, and always-on workforce.



**Comprehensive analysis.** Access McKinsey-quality insights without the premium price tag through Shiftsmart's unique perspective and in-depth analysis.



**Geographic breadth.** Evaluate locations across countries and continents with our global workforce.



**Flexible scope.** Work with Shiftsmart to design your custom audit based on business objectives, then adapt as necessary to changing circumstances or requirements.



**Reliable, trustworthy data.** Depend on our algorithmic approach for data and results that you can trust, including cutting-edge fraud detection and prevention.



**Highest quality workers.** Send out top performers, filtered from specific demographics, with Shiftsmart's deep pool of on-demand workers and cutting-edge performance management system.



**Extensive training.** Ensure that every mystery shopper is fully trained to your requirements by real people (not via email), as often as you need.

## Spotlight on: COVID-19 safety audits

Shiftsmart is helping businesses around the world navigate how to reopen -- and stay open -- safely during the COVID-19 pandemic.



**Entrepreneur Mark Cuban** trusted Shiftsmart to conduct a mystery shopping program in May 2020 to determine the rate at which Dallas businesses were reopening and whether they were following safety protocols.



**A leading hospitality and hotel company** worked with Shiftsmart to execute a global audit program that evaluated how each hotel was performing against COVID-19 standards, identify non-compliant locations, and immediately remediate hotels with issues.