

MS&Consulting Co.,Ltd.

Company Profile



OUR MISSION

We connect customers with stores, employees with executives and devote to “building a mentally wealthy society.”

Who We Are

We, MS&Consulting, are a leading marketing research company with more than 15 years of experience in Japan. We help clients get to know their customers better by conducting research via the method of mystery shopping. Our monitors would be sent to various shops to use and evaluate the services being provided. Currently, we are overseeing more than 400,000 evaluators nationwide in Japan and there are over 22,000 cases being conducted each month. Our clients are all related to the service sector one way or another such as restaurant, cosmetics, hospitality, banking, retails etc.

Up to
22,000
Cases
Monthly

More than
15 years of
experience

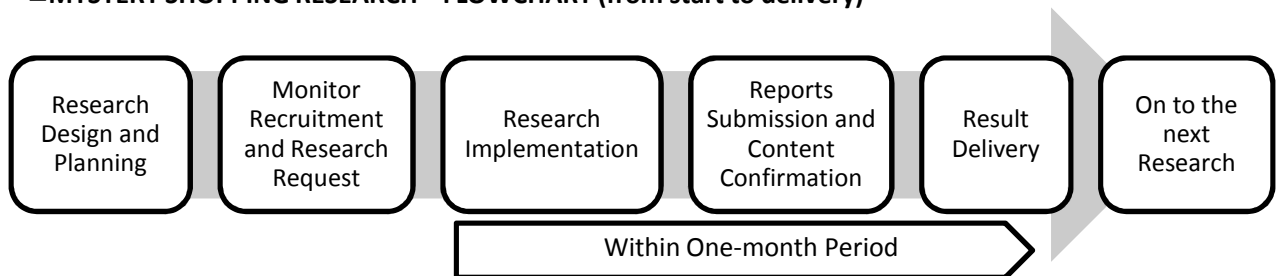
400,000+
Evaluators
in Japan

What We Do <Our Services>

1 MYSTERY SHOPPING RESEARCH

We provide an effective marketing research tool via the mystery shopping method to facilitate an in-depth customer insight for our clients based on real customers' perspective. At MSR, we provide both quantitative and qualitative data reports.

■MYSTERY SHOPPING RESEARCH – FLOWCHART (from start to delivery)



■MYSTERY SHOPPING RESEARCH – FEATURES



A specialized web-based along with an analysis site to display the research findings. Ready to be printed or downloaded at convenience. The results include but not limited to Top-Down and gap analyses, trend analysis and verdict on improvement priority.



We provide knowledge-sharing support via practical training tools such as movies or story board based on the findings in order to help all of the staff and employees to grasp the understanding of the results at ease, regardless of their employment service time or whether they are part-timers or managers.



Equipped with the abundant resources to help facilitate the meetings, including meeting sheets, objective setup forms, individual discussion guidelines etc. We also have a great number of prepared tools that can help boost the effectiveness of enhancement activity.

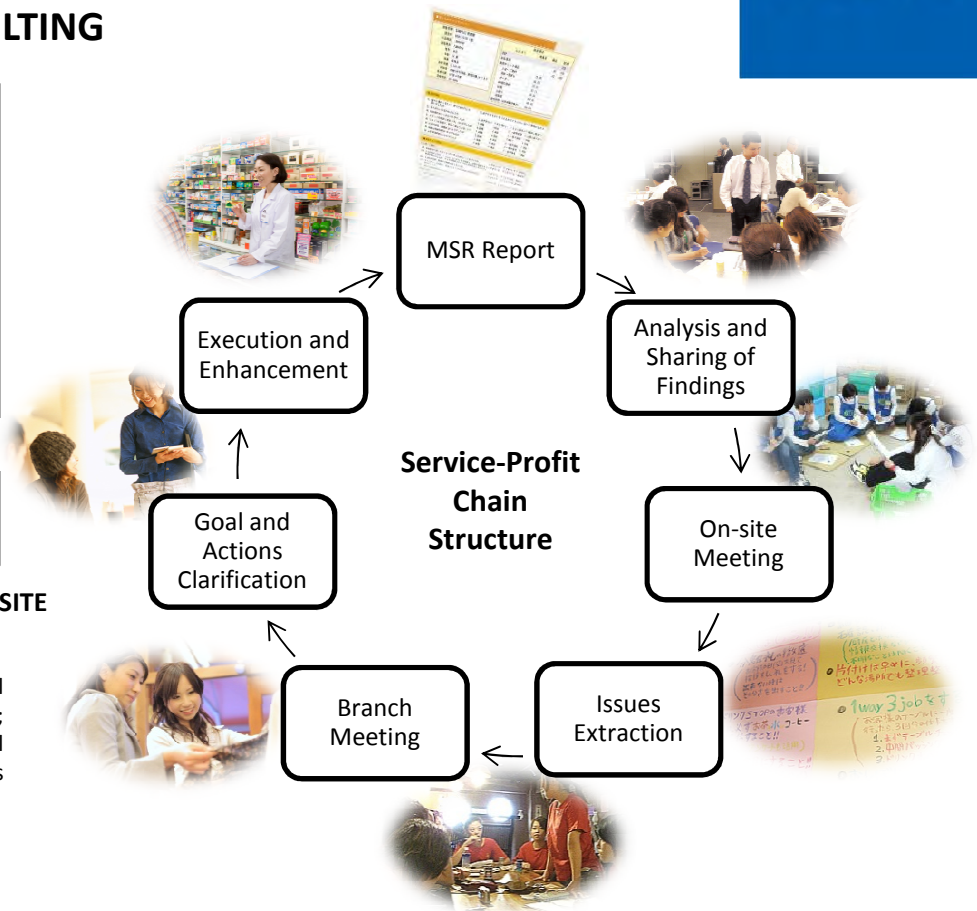
What We Do <Our Services>

2 BUSINESS CONSULTING

We also specialize in providing consulting services to our clients to assist them in identifying issues and provide solutions to maintain and increase the customer loyalty rate in order to yield higher performance result as well as assisting our clients in creating a solid structured enhancement for their operations.

■ CORE PROCESS FOR ON-SITE ENHANCEMENT CYCLE

We work together with all fields in the service industry; from restaurants and retail shops all the way to hair salons and teller counter services.



3 EMPLOYEE SATISFACTION ASSESSMENT

We offer a tailored anonymous assessment tools that will help you comprehend the employee satisfaction level at your organization. It is often hard to know or even hear the exact feelings that your staff or employees may have. Via our tools, issues such as issue concerning team management would be pinpointed more precisely. Hence, it is useful to be able to validate the thoughts and feelings or attitudes that staff and employees have toward whether their leaders or the organization as a whole.



What is CS?

WHAT IS CUSTOMER SATISFACTION (CS)?



Boosting Your Customer Satisfaction

There are 3 essentials in increasing your customer satisfaction (CS). First of all, get to know your customer. Secondly, provide them with an enhanced service. Lastly, repeat the same pattern of enhancing your service for your customers.



1 Know your customers from their perspective

“KNOW YOUR CUSTOMERS” means understanding the real sense of your customers’ expectation. However, customer surveys alone would be inadequate to understand everything. Moreover, a practical method would be to also know how your employees perceive their daily interactions with your customers.

2 Provide enhanced service to your customers

Service is not a tangible product. Therefore, in order to be able to provide an enhanced or improved services, the workers must feel the desire in doing so. Simply put, it is important that they must take pride in their positions and feel that it is worth doing.

3 Create a well-structured enhancement cycle

Rather than a temporary enhancement, it is advisable to maintain the process cycle of know-your-customer and realizing the desiring result and make it continuously implemented. It is important to create and maintain a lasting well-structured and firm organizational environment.

At MSR, we provide the solutions to the challenges you may have.

Some of Our Clients in Japan

