

Mystery Shopping – Relevancy in 2025

The signs are there, and they have been for a while!

In 2025 consumers will want a more intimate and high-touch experience in their day-to-day lives.

Mystery Shopping is a leading indicator and remains the best tool for understanding how people-based and tech touchpoints are delivering on expectations!





Research and analysis by Grove Partnerships' team of CX experts uncovered that even if operating standards and compliance was being met, there is a level of complacency and a lack of understanding in the omnichannel mix that was proven to be a financial risk.

Foresight Factory's recent report indicates that 2025 is the year of "Positive Friction" .

We know that omnichannel marketing requires that fine balance of how each touchpoint interacts and delivers, but there are apparent signs that "speed does not necessarily equate to easier or more enjoyable lives", according to Foresight Factory.

Does this mean the death knell for self-service checkouts?

And what does this mean for buying online by category in 2025?

*Foresight Factory Trending 2025 report



The Mystery Shopping
Connector



*Mystery Shoppers are
trained to be objective
and neutral thus
providing feedback on
a non-biased moment
of truth!*

By taking a step back and **focusing** on what **outcomes**
you need, we ensure you receive a **new perspective**
on how to manage your brand's CX journey in a tech
enabled and omnichannel world.