



AMCIS

Admissions, Marketing and Communications
in Independent Schools

MYSTERY SHOPPING

The AMCIS Mystery shop aims to give the school an insight into how their admissions process is currently working. The information gained is very much factual, the emphasis being on the school then using the information to make changes as they see fit. It is not marketing consultancy advice. Often the changes that are needed are very simple and it is the benefit of an external pair of eyes that makes the process so worthwhile.

The visit to a school is the single most important factor for parents when choosing a school. It is therefore vital that this process is monitored and reviewed on a regular basis and the best way to do this is through a mystery shop.

Who Are Our Mystery Shoppers?

All our mystery shoppers have been carefully vetted and trained by AMCIS and provide a completely confidential service. They have either attended, worked in, or sent their child to an independent school. This ensures that those shopping understand the sector. We ask our shoppers to use their own children as the prospective pupils. This is in order to make the shop as authentic as possible. It also enables the shoppers to engage with the Head in relation to a real life scenario, thus making the experience realistic and the feedback of more use to the school.

The Mystery Shopping Process

The AMCIS mystery shop has five key components detailed below:

- Initial consultation about your school and any specific requirements
- Website research of the school
- Phone call to request a visit and prospectus and completion of questionnaire
- Visit to the school and completion of questionnaire
- Post visit questionnaire

“

Thank you so much for completing our mystery shop. The information was invaluable – it's amazing to see it through the eyes of an outsider. We've already implemented some changes based on the report and I feel sure this will help with our conversion rate.”

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Contact our team to discuss your requirements and what AMCIS can do to help your School
Please email enquiries@amcis.co.uk or call 01653 699800

www.amcis.co.uk



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The Mystery Shopping Process Explained

1. Initial Consultation

The AMCIS office will talk you through the process, answer any questions you may have and work with you to find out if there is anything specific you would like the mystery shopper to look at. The list of key information searched for is discussed along with details of how the web research is carried out. Any additional requirements are taken in order that AMCIS can fully brief the mystery shopper and give you the results you are looking for.

2. Website Research of the School

This part of the mystery shop is carried out either by the mystery shopper or by a member of the AMCIS team. It includes finding the school via Google and commenting on this. It also includes a look at social media channels for the school as many prospective parents now use this as a source of information. A brief summary is given in written format. The researcher spends time on the school website and gives feedback on twenty different pieces of information in terms of how easy they were to find and how complete the information was. The information that is searched for is based on our research with schools and parents as to what they consider to be key information and this is presented in a table format.

3. Phone Call to Request a Visit and Prospectus

The phone call is made by the mystery shopper. They complete a questionnaire which enables you to gain an understanding of how the call was handled and how easy it was for them to get through. The questionnaire also includes details about the prospectus, how it arrived and their impressions of it. This is completed by a parent and therefore is not marketing advice as to how to improve the prospectus – it is the comments of a target customer, ie the mystery shopper.

4. Visit to the School

The school visit is carried out by the mystery shopper. The questionnaire is completed immediately after the visit and covers items such as: parking facilities, signage, quality of tour, cleanliness and interaction with key personnel.

5. Post Visit Questionnaire

This short questionnaire gives details of the follow up process that took place from the school.

Costs

Prep School	AMCIS Members £550	Non AMCIS Members £800
Senior School	AMCIS Members £700	Non AMCIS Members £950
Joint Prep and Senior School*	AMCIS Members £950	Non AMCIS Members £1200
Joint Prep and Senior School**	AMCIS Members £1150	Non AMCIS Members £1400
Open Day and Evening Visits also available	POA	POA

* to be carried out on one visit/report

** two separate visits and reports

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