



Let us help you wow your customers.

At Barker & Associates, we specialize in mystery shopping, inspections, focus groups, and training, and we are happy to sit down and help tailor quality solutions to fit your needs. Our expertise with timeshare and fractional products translates well into most any industry.

We give you the tools you need to keep delivering the “Wow!” When you are ready to stop getting by and start getting ahead, connect with us to see how we can make an impact for you.

MYSTERY SHOPPING

We send our experienced shoppers to your designated location to anonymously evaluate the service, maintenance, quality, and overall shopping experience. Whether your focus is on your marketing and sales processes or the physical product itself, we work with you to create evaluation criteria that will produce the most useful information for you. After our shoppers complete the customized evaluation form, we conduct an in-depth interview to collect even more detailed information. Using these insights, you can make changes that have an immediate impact at the point of customer contact.

INSPECTIONS

We send our qualified inspectors to your designated location to evaluate it from both the customer perspective and a more in-depth operational perspective. Starting from a list of “basics,” we work with you to develop customized standards, so that you get the feedback that is important to you. During Phase I, our inspectors pose as typical customers to anonymously evaluate the customer experience (for example, check-in/check-out processes, amenities, level of service, etc.) During Phase II, the inspectors disclose the purpose of their visit and tour the facilities (inviting the general manager, engineering and/or housekeeping managers to participate), evaluating safety and security standards, and sampling a cross-section of product offerings (for example, different room types). The final report provides you with not only a customer’s-eye view of your facility, but also a behind-the-scenes evaluation of the day-to-day operations. This process can be adapted to benefit most any industry.

FOCUS GROUPS

We facilitate consumer focus groups to assist you in gathering qualitative data. This type of research can be done in the

traditional “mirrored wall” setting, or it can be done onsite as customers are immersed in the product experience. This is an exceptional way to test new offerings (for example, new activities, new foods and beverages, remodels, etc.) in their native contexts, and it provides you with immediate satisfaction input enabling you to prevent customers from leaving with a negative impression of your product. We can then use this qualitative data to structure a quantitative survey for statistical testing. Changes based on such “heart of the customer” insights can make a profound and lasting impact on customer satisfaction.

TRAINING

We design and deliver training to help you create a more robust bottom line. Because your needs extend beyond sales training, we specialize in customer service, management, and quality assurance training, as well as informational sessions to insure that all team members understand your industry. Our custom-designed training process begins with an assessment of your business to determine where training will benefit you the most. We dig deep, working closely with your staff to design programs that address the underlying sources of your needs, not just the symptoms. When implemented, these programs will imbue your staff with a pride of ownership, encouraging them to strive for improvement long after we’re gone.

QUALITY SOLUTIONS

We pride ourselves in listening to the customer—both yours and ours. To that end, we refuse to limit ourselves to the items listed above. We would love to sit down with you and, using our extensive experience, create new and better solutions to help you stop getting by and start getting ahead.

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