



PET CENTAR - Quality service to more satisfied customers

By continuously conducting mystery shopping, Pet centar has improved its own quality of service in stores, significantly increased customer satisfaction and thereby improved its operations.

COMPANY PROFILE

Pet centar started the business in 1999 at a store in Heinzelova 62 in Zagreb, with the desire to be the location which offers the largest range of products for pets in Croatia. The store had almost 400 m² of sales area, which was ten times larger than the usual pet shop.

A lot has changed since these beginnings: the range of products has been expanded many times, the stores are bigger and more modern, the stores also include veterinary pharmacies where you can always get expert advice. They also launched their own dog and cat food brand, which offers the best value for money on the market.

At Pet centar, they are most proud of increasing the quality of service, in which they are continuously investing to exceed their customers' expectations.

THE SITUATION

We could certainly list a number of definitions of quality of service and each would be different, because the quality of service is ultimately a feeling and something different for each individual. Yet today, most agree that quality of service is a way of thinking and working that can and MUST be measured and continually improved.

In this modern time of increasing competition, quality of service is often a hidden opportunity and a source of competitive advantage. Many agree that excellent customer service is the key to more customers, higher sales and profits, and therefore the foundation for long-term success. On the other hand, only 4% of customers complain when they are dissatisfied and they share their dissatisfaction with an average of 9 to 20 other customers. Also, 68% of customers stop shopping because of dissatisfaction with sales staff behaviour.



As a conclusion, it is imposed that we all need to think more about the human factor and pay attention to managing every employee contact with the customer, the so-called the moment of truth.

That's why Pet centar has decided on mystery shopping.

THE RESULTS

Pet centar has been conducting mystery shopping continuously since August 2005 and an enviable increase in quality of service has been visible, from 75% at the beginning of conducting mystery shopping to early 2007 when that figure reached 90%.

The monthly results of mystery shopping are integrated into the reward system, so employees have an additional motive for kindness and expertise.

The quality of service at Pet centar today is another comparative advantage that makes this company a leader in its area because customers know that their employees will be fully dedicated to them and that their money and time will not be wasted.

TESTIMONY ON THE IMPLEMENTATION OF MYSTERY SHOPPING

Today, Pet centar is recognized as a leading specialist pet retailer in Croatia and the region with quality products and service at the level of the best specialist retailers in Europe. Pet centar have 60 employees, two stores in Zagreb, one store in Osijek and one store in Rijeka.

Ms. Ljiljana Markov, Director of Pet centar: Ljiljana Markov Medugorac, CEO

“Mystery shopping is an excellent tool that has in a relatively short period increased the level of our customer service, enabling us to identify our weak areas, which we could not even identify before, and take steps to eliminate the flaws we have. By including monthly mystery shopping results as one of the key criteria for employees’ bonuses, we motivated all employees to give excellent customer service all the time. Mystery shopping has thus become integral part of our business and we plan to use it long-term in all of our shops, as one of the most important business tools for continuous measurement and increasing the level of customer service.”



CUSTOMER SERVICE COMMITMENT AWARD

On February 28th, 2007, at the 3rd "Mystery Shopping Day" held in Zagreb, for the second time on behalf of Heraklea, Director Kristina Horbec presented the "Quality Service Commitment Award" to one of the clients. This year's award went to the company Pet centar d.o.o., and the award was received by director Ljiljana Markov.