

"The NBA is never *just* a business. It's *always* business. It's always personal. All good businesses are personal. The best businesses are very personal."

—Mark Cuban, owner, Dallas Mavericks, N.B.A., founder of Broadcast.com, billionaire.

i-SPY is a quality assurance analyst and strategist providing professional, objective performance audits for hospitality-based businesses. Via our quality assurance mystery shopper services i-SPY assists clients with taking their guest service experience and return on investment to increased levels of performance, and keeps clients ahead of their competition.

our mission is to...

- help you meet, and then exceed, corporate goals.
- analyze *every* aspect of the guest experience.
- enhance the experience of your guests.
- maximize sales revenue via recommended sales strategies.
- increase personalization of employee- guest interaction.
- foster repeat business, thereby reducing advertising cost.
- enhance your employee training program and reduce turnover, thereby reducing long-term training costs.
- provide the extra set of eyes and ears you need.

i-SPY will provide the invaluable opportunity to view your operation through the eyes of your customers—the common people that make up 98 to 99% of your guest base, as compared with the 1 to 2% of your guests that are "in the business". We recruit and thoroughly train our evaluators: educating the shopper of the client's genre, target audience and evaluation criterion; educating the shopper of our technique.

Our custom reports include detailed narrative analysis, easy-to-employ recommended strategies, numeric grading to chart performance, trending reports to chart progress, and audio files of telephone administrators so you may hear how your customers are spoken to during phone calls.

about us

Marc Kravitz graduated with a B.B.A. in management from Hofstra University (Hempstead, NY) in 1991. He entered the world of hospitality and restaurants in 1999 in writing and publishing the first of four editions of *\$18 and UNDER: The Guide to Reasonable Dining and Entertainment in Philadelphia*. After briefly writing for *Foodline.com*, Marc wrote the *Under the Table* restaurant column for *Philadelphia City Paper* for 18 months and *Philadelphia Style* magazine for two years. He has guest lectured to hospitality students at *The Restaurant School* and *Drexel University*.

Marc founded i-SPY hospitality audit services in January, 2002, with the goal of providing quality assurance mystery shopper services—from the guest perspective.

i-SPY has worked with the preeminent restaurant group in the Philadelphia region, Four and Five-star *Mobil*-rated restaurants, *Five-Diamond* Hotels, as well as successful family-themed restaurants and one of the leading food producers/manufacturers in the United States.

industries we serve

No matter the industry, quality assurance evaluation is the key to ensuring your staff is performing tasks according to company guidelines and at peak performance, and fulfilling your department or company's goals.

- restaurants
 - trend-setters
 - Mobil, AAA and Michelin Guide
 - franchise/chain/casual/family
 - byo
- telephone administration
- banks
- bars, clubs and lounges
- casinos
- catering sales
- distributors/manufacturers
- hotels/resorts
- retail sales

why invest in a quality assurance "mystery shopper" service?

You have invested in construction, architectural planning, rent, managers, décor, advertising, public relations, and countless other tangibles. Isn't it time you invested in quality assurance?

- Service is the issue most often cited by guests when speaking of a memorable experience—whether good or bad. Competition is at an all-time high; the pool of talent you draw from is more challenging than ever. If a customer has a negative experience, there are dozens of establishments eager to earn their business.
- Word-of-mouth advertising is the number one source of restaurant referrals. 95% of your guests will never communicate a negative experience to an employee; they just won't return to your establishment. Moreover, one unhappy customer will tell eight to 10 others of their negative experience; each of those 10 will tell five additional people.
- It costs five times as much to attract a new customer than to keep an old one. You will reduce advertising expenditures by providing the best possible experience to those already frequenting your establishment.
- Your employees, aware their next guest may be a "mystery shopper" will work at an increased level of performance.

if you want to improve the experience of your customers...if you want to maximize sales...if you want to stay ahead of your competition...

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