Legacy Mystery Shopping Platform Reporting Guide

Improve your property performance and discover actionable insights with Grace Hill! Designed with flexibility in mind, our Legacy Mystery Shopping Platform reporting dashboard is capable of custom reporting and analytics to provide the most comprehensive mystery shop reporting available.

This guide provides information on the capabilities of our detailed mystery shop reporting and analytics and how they can be used to improve performance.

Overview Report

The Overview Report is a valuable tool for identifying areas of improvement with user-friendly visuals. This dashboard allows for customizable filtering to detect trends and target growth.

Curious about specific areas of concern in your prospect's journey? The Overview Report allows for filtering by monthly and quarterly time trends for selected shop types to gain insights into all aspects of your organization. Additionally, you can measure performance against benchmarking scores to understand how you stack up to industry standards quarter over quarter.

Intended For: Administrators

Performance Summary Charts

The Performance Summary Charts allow for in-depth filtering combined with intuitive visual graphs, enabling you to analyze specific reports to understand performance and compare results.
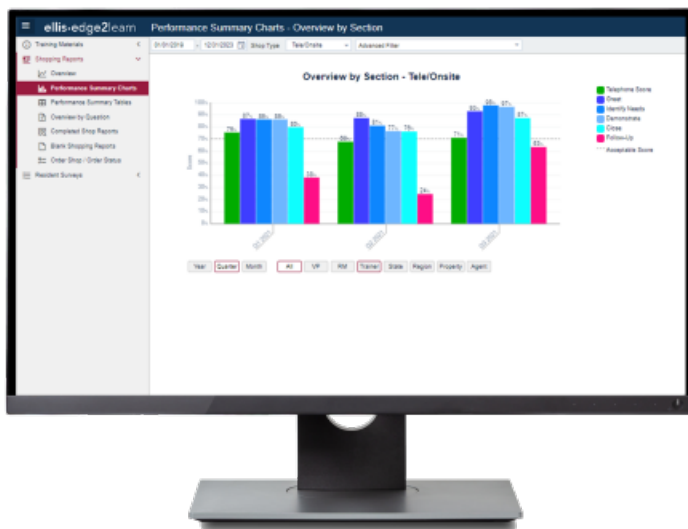
Overall Shops Scores:
The Overall Shops Scores report provides a comprehensive review of the performance of shops across a portfolio in one easy-to-view dashboard.

Overview by Section:
The report's time trend and organizational level filters can help users identify trends in performance and areas for improvement across individual, location, or company-based training.

Intended For: Administrators, Regional, and Site Level Management

Supplemental Reports

Our Supplemental Reports measure Key Performance Indicators (KPIs) within a leasing journey to help the organization hone in on specific areas for improvement.

Onsite KPI Reports:

Prospect Would Lease vs. Onsite Score: This report can be useful in measuring the effectiveness of the leasing agent's subjective appeal and the total shop score in influencing whether a prospect would lease.

Features/Benefits Score Sold by Type of Tour: This report is an effective tool to determine if value was instilled during the tour, helping to establish points of improvement in tours.

Scores by Tour Type: This report measures the visit length in comparison to the total shop score to aid in determining the efficiency and effectiveness of a team's touring style.

Ask for Commitment vs. Closing Score: This report shows the effectiveness of asking for a commitment compared to the total shop score. The data in the report can be used to benchmark performance to easily determine if money is being left on the table with prospects.

Overall KPI Call and Visit Length Report:

This overview report can measure the average length of phone calls and in-person visits in minutes to see if prospects' needs are being fully met.

Tele KPI Reports:

Number of Calls To Reach Live Individual: This report can be used to identify engaged prospects, as well as staffing issues, to determine where additional resources are needed.

Determining Prospect Needs: This report can detect the correlation between the amount of time on a call spent with a prospect and the likelihood of that prospect giving the shop an excellent score.

Motivated To Visit: This report assesses the likelihood of a lead converting into a tour based on the length of the call and the total shop score.

Personalization of Call: This report measures the effectiveness of providing personalized information about the home and community in calls to motivate leads to visit.
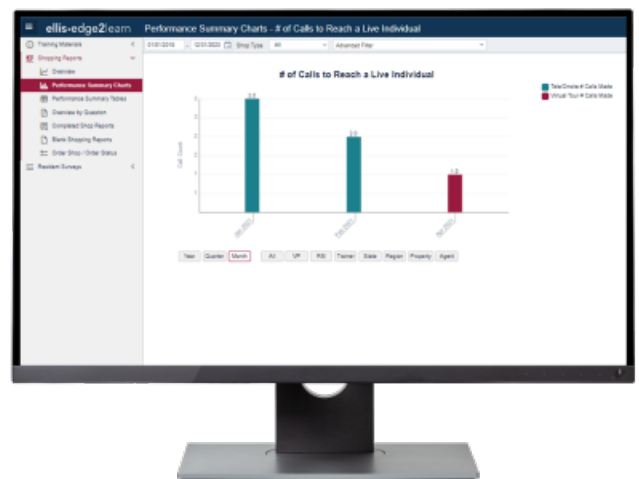
Performance Summary Tables

Quarter Over Quarter Trend of Shop Performance: Gain insight into shop performance to better identify areas where your team needs training. Filter by property, leasing professional, region, regional manager, vice president, and ownership group to quickly prioritize the needs of your team and ensure your time and resources are being used in the most effective way possible.

Intended For: Administrators, Regional Management
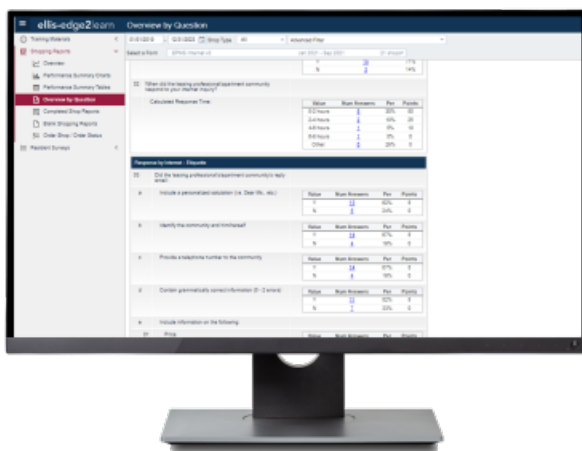
Overview By Question Report

Find the insights you need most with customizable filtering by specific shops. The Overview By Question report allows you to analyze the distribution of scores per question to identify specific areas for growth and accurately target your team's training needs. With these valuable insights, you can be sure to address gaps head-on, resulting in enhanced performance and increased productivity.

Intended For: Administrators

Completed Shops Report

Gain a comprehensive look at the data of all shops with full filter capabilities. Our Completed Shops Reports provide valuable, in-depth insights into your company's performance. Stack reports to identify high and low performers and ensure employees take advantage of every learning opportunity. And with the ability to stack by stages of the prospect journey, you can identify where prospects may be dropping off in the process and make changes to improve performance early.

Intended For: Administrators

Ready to unlock your team's potential and drive results?

Capture visual insights and actionable assessments with the reports included in our **Legacy Mystery Shopping Platform**!