

excap



Your Benelux partner
in CX and EX research

Looking for a reliable partner in the BeNeLux?

Your project is safe in our hands. As the long-time market leader in the BeNeLux, we have the experience it takes to deliver exactly those insights your clients are looking for.

From classical mystery shops and mystery calling to digital research and the mapping of entire customer journeys, excap will see it through. Thanks to 17 years of experience and a watertight approach that gained us our NPS score of 73.

Only when your research leads to valuable insights, will those insights lead to improvements that generate a decisive impact.

That is our baseline: **from insight to impact.**
Let's make an impact together.

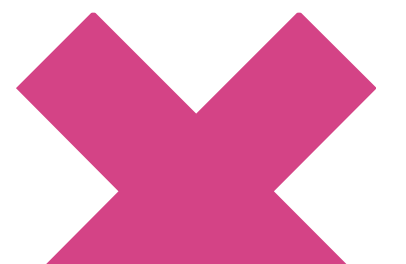
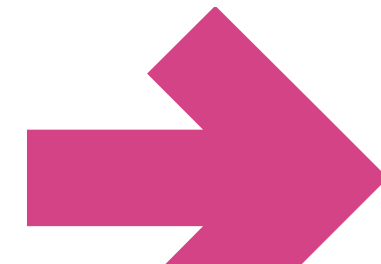


Interested?

Meet excap.



From insight to impact



We are excap



Our vision

Excap has been improving the experience of customers and employees in and outside the BeNeLux for over 17 years.

What started out as a graduation project, soon grew into a leading research agency with a well-stocked trophy case, an NPS score of no less than 73 and a team that shows on a daily basis what a company can achieve that acknowledges the true value of excellent employee experience.

This team is united by excap's three core values: **top quality, innovation and enthusiasm.**

Thanks to these values, excap managed to become and remain **market leader in the BeNeLux.** Happy customers throughout Europe ensued.

Our commitment to top quality, innovation and enthusiasm challenge us every day to help you boost **growth in CX and EX.**

Whether you are in need of a change process, data analysis, coaching or complex mystery guest research, you can count on us from start to finish.



**Top quality,
innovation and
enthusiasm.
Every day!**

Things we can help you with

Mystery shopping research

Our mystery shoppers reveal every moment of truth of a given customer journey, even the unexpected ones.

Mystery calling

Mystery calling research will gain you insights in the experience of your customers when speaking to your employees.

Online mystery shopping research

You can count on us to exposes bottle- necks of websites and webshops to significantly improve online user experience.

Employee experience

Examining the attitude and behavior of your employees and their underlying motives by using excap's scientific EX research method.

Feedback mystery shopping

Live feedback from carefully selected shoppers with proven communication skills.

Audits

Measure the core of your retail/dealer/ shop location by using hard data and gain direct insights on pos materials, brand compliance, pricing and stock levels.

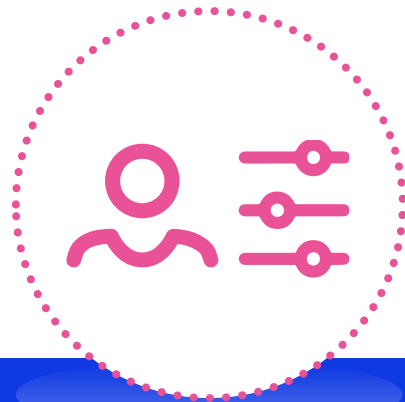
Qualitative and quantitative research

In-depth interviews, panels, customer arenas, focus groups, masterclasses and aftersales research studies.

Why you choose us



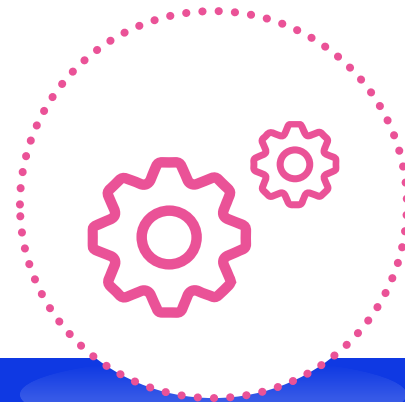
Market leader in mystery guest research and audits in the BeNeLux. We have been the partner of choice for dozens of agencies for years.



Demonstrable experience at your fingertips thanks to real Customer Journey experts who know how to avoid every pitfall and deliver projects successfully and beyond expectations.



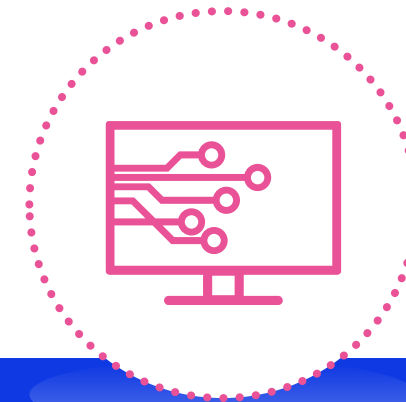
We visualize your client's current and desired situation, creating insight into your most important frictions, gaps and moments of truth.



A method that works from a customer perspective instead of organized processes. offering the possibility to integrate (existing) personas.



We do more than just carry out an assignment. We provide you with solicited and unsolicited suggestions and advice, helping you achieve lasting improvement.



Integrated Shopmetrics collaboration or customized approach? No matter what you prefer, we will make it run smoothly.



An NPS score of no less than 73 shows our customers are very satisfied with our way of working and quality.



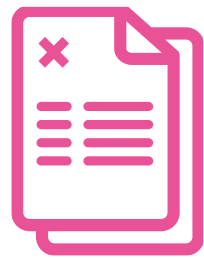
Quality mysteryshoppers

Delivering top quality starts with the
right approach by the right people.
Excap's mystery shoppers are at the
base of your impact, thanks to their
strict adherence to our refined
procedures.



Selection

New mystery shoppers are required to pass our screening test to meet our quality standards.



Cases

We will develop a case to thoroughly prepare the shoppers for your assignment.



We answer the why question behind every experience to get you the insights you are looking for.



Questionnaire



Target group selection

Excap makes a careful selection for each research and uses only mystery guests who match the profile of your target group.



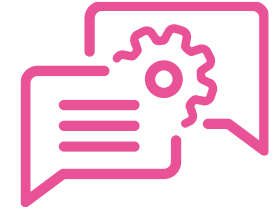
Briefing

An extensive briefing precedes each assignment, making sure each detail of the assignment is crystal clear.



Quality checks

Our quality controllers ensure a continuous link between execution and analysis of the data.



Feedback

Each mystery shopper receive personal feedback on every report, encouraging them to continuously improve their work for you.

Cool cases

These are just some of the partners that have preceded you in optimizing their customer experience.







Shimano
got their customers involved

SCOTCH & SODA





Scotch & Soda
turned every store visit into an experience







IKEA solar panels
Shedding light on the buyer journey



Sectors we have helped improve



Retail
Automotive
Healthcare

Public transport
Aviation
Hospitality

Construction
Government
Energy





Curious? Get in touch.

Renik will be glad to answer any
questions you may have.

renik@excapinternational.com