



A Few Tips from Sandra of Ellis Mystery Shopper

One of the biggest challenges we face as shoppers is remembering all of the details required for our reports and recounting them accurately and objectively. The mystery shopping tips provided here are from actual mystery shoppers, and should help enhance your experience.

- 1) When I arrive on-site, I never just hop out of the car. Always check the time and make a note of it before leaving the car. You may think you will remember, but you may not. Don't take a chance—get into the habit of checking the time and writing it down every time you arrive on-site for a shops. Subsequently, when you return to the car after the shop, get into the routine of checking the time again and writing it down before starting your car. You will thank yourself later when you are doing your mystery shop report.
- 2) Repeat a few things to yourself silently while you are there. I make a note of, and repeat to myself, the employee's hair and eye color, and I actually say to myself, silently of course, "Blonde and blue", or "Bald and brown". You get the idea. You will be surprised at how well this simple technique works and how it can help you to remember the details about the employee's appearance. Again, you think you will never forget but can find yourself straining to remember just a few hours later (especially if you go directly from one shop to another).
- 3) Once I have made a point to remember what color the consultant's eyes and hair are, and what they are wearing, I look for a name tag. Have you ever left a shop and realized that you did not notice, or do not remember this? Get into the habit of looking for it, and soon you will be doing it without even thinking about it.
- 4) I look around and make a mental note about my surroundings. I actually say to myself, "dark wood desk, blue walls, and brown patterned carpet". This sounds simplistic, but there is something about the act of looking at these things and describing them to yourself briefly and silently, or making a "mental note" as a conscious act, that goes a long way toward helping your brain to "do it's thing". So often, we see, but don't REALLY SEE what is right in front of us!
- 5) I try to LISTEN attentively, pay attention to what they say, what questions they as, how they interact with me as a customer. Again, LISTEN AND MAKE MENTAL NOTES ABOUT WHAT IS SAID. It is possible to get caught up in the shop and realize when you leave that you did not make a conscious effort to notice important components of the shop. If you just pay attention, listen, and make mental notes to last until you can pull over and actually make written notes, your mystery shopping reports will be more detailed, complete and accurate.
- 6) Give every employee the best opportunity to succeed and to shine during your shop. Don't do or say anything to discourage them. The employee's success depends on your to remember when they do something right and to report it. Give them your full attention and you will decrease the likelihood of forgetting something important.
- 7) After getting in the car, jotting down the time, and leaving the location, find a place to pull over out of sight to make notes about the employee's appearance and any other details you can remember. You can use shorthand as long as you know you can read it later! Any notes you make right after the tour will be extremely helpful to you later when you are completing your mystery shopping report.

Tips from your Project Managers:

- ◆ If you are assigned to shop a specific employee, you could either make an appointment (if appropriate) and/or ask for them by name. You could say you were referred by a friend/relative/neighbor, or you observed them helping another customer. If asked who referred you, make up a name (you're shoppers ... you're good at that!).
- ◆ If you are doing telephone shops, remember that keeping your scheduled date is just as important as when doing in-person shops. So is submitting your report within 24 hours.
- ◆ Remember, some of our clients verify their mystery shops on their in-house video systems for correct date/time and accuracy. Some will also review emails or recordings of telephone calls to confirm what was said. Nothing ruins our reputation—and yours—more than “fudging it” or “winging it”.
- ◆ When sending emails to Project Managers or Quality Assurance, be sure to write with complete words and sentences. This communication is NOT a text to friends and family. Keep it professional.
- ◆ Read the requirements for any mystery shopping job. You might need to be available to answer follow-up questions 24 hours to 48 hours by phone or e-mail after completing a shopping assignment. It could help to bring a friend and digital camera. Where exactly are you shopping? Is it the coffee shop or the restaurant in the store? Find out in advance.

Mystery Shopping Scam Reminders

- * Report mystery shopper scams and other consumer problems to the Federal Trade Commission at 877-382-4357. Or see www.ftc.gov or go to the Internet Fraud Complaint Center at www.ic3.gov
- * Remember, no legitimate mystery shopping company would send you a check in the mail before you do an assignment for them.
- * Never pay a company to become a mystery shopper or get leads on assignments.

* We welcome referrals for getting great shoppers. Please invite your family, friends and colleagues to visit www.CustomerPerspectives.com

* **Follow us on Facebook.** Please like us on Facebook to find special or last minute shops.

* <http://www.facebook.com/CustomerPerspectivesMysteryShopping>



HOT SPOTS: If you know anyone who lives in the areas listed and might be interested in conducting mystery shops, please direct them to the CP website (www.customerperspectives.com).

Northeast : **ME** — Auburn, Augusta, Bangor, Bar Harbor, Biddeford, Blue Hill, Damariscotta, Deer Isle, Ellsworth, Kennebunk, Lewiston, Lubec, Machias, Millbridge, Mt. Desert, Northeast Harbor, Portland, Rockland, Scarborough, So. China, So. Portland, Southwest Harbor, Topsham, Waterboro, Waterville, Winter Harbor **NH** — Amherst, Bristol, Colebrook, Dover, Epping, Exeter, Franklin, Gilford, Grantham, Hanover, Hillsboro, Hinsdale, Keene, Lebanon, Lyme, Nashua, New London, Newbury, Newport, Peterborough, Plaistow, Plymouth, Portsmouth, Rochester, Salem, Seabrook, Somersworth, Stratham, Sunapee, Tilton, West Lebanon **VT** — Bennington, Bethel, Brandon, Chelsea, Hartland, Norwich, Pittsford, Quechee, Randolph, Rochester, Rutland, So. Burlington, So. Royalton, So. Strafford, White River Jct., Windsor, Woodstock **MA** — Auburn, Bedford, Berlin, Billerica, Chicopee, Danvers, Dedham, East Boston, Fairhaven, Fall River, Florence, Gloucester, Granby, Kingston, Marblehead, Milford, N. Dartmouth, Natick, New Bedford, North Eastham, Northampton, Norwood, So. Attleboro, Seekonk, Shrewsbury, Stockbridge, Sturbridge, Tewksbury, W. Springfield, Wareham, Wellfleet, West Roxbury, Westfield, Williamsburg, Woburn **CT** — Bridgeport, Bristol, Brooklyn, Canterbury, Colchester, Dayville, East Hampton, East Lyme, Enfield, Groton, Hebron, Lebanon, Lisbon, Mansfield Cntr., Milford, Moosup, Mystic, No. Windham, New Britain, Norwalk, Norwich, Pawcatuck, So. Windsor, Stamford, Stratford, Tolland, Vernon, Waterbury, West Hartford, Willimantic **RI** — Johnston, Middletown, Newport, No. Providence, Pawtucket, Portsmouth, Wakefield, Warwick, Westerly, Woonsocket **NY** — Rochester **NJ** — Cinnaminson **PA** — Murrysville, Natrona Hts., Pittsburgh **DE** — Greenville, Newark **MD** — Hunt Valley

Southeast: **VA** — Woodbridge **NC** — Durham, Raleigh

Midwest: **OH** — Stow **IL** — Wheaton **IN** — Avon, Castleton, Franklin, Greenwood **MN** — Minneapolis

Canada: **AB** - Calgary, Edmonton, Ft. McMurray, Lethbridge, Medicine Hat, Red Deer **BC** — Abbotsford, Kamloops, Kelowna, Langley, Nanaimo, Vancouver, Victoria **ON** — Hamilton, Vaughan **QC** — Granby, Joliette, Laval, Longueuil, Quebec, Rouyn, Sherbrooke, Terrebonne