



Mystery Shopping Tips

1. Never pay a fee to Mystery Shop! There are more than enough companies that do not charge any fees. Nor should you pay for a list of Mystery Shopping Programs. You can find these posted all over the internet. Visit www.mysteryshop.org for companies who belong to our trade association.
2. Be prepared to give your Social Security number to mystery shopping companies you shop for. Mystery shopping companies will probably contract with you as an independent contractor. All employers are required by law to report payments to independent contractors to the IRS. As an independent contractor you are liable for your own tax reporting and payment responsibilities.
3. Set up a separate email account just for your mystery shopping emails. This will allow you to keep all of your job alerts and other info in one place. Or subscribe to a service such as Other Inbox that can organize and sort all of your incoming emails and place them in their own folders.
4. Check Your Email Daily. Most companies will send you an email when a new job is posted, and if you check your email regularly, you have a better chance of being assigned the job.
5. Be organized! Attention to detail is a must; take notes and hold on to them for 60 days in case there are questions. It's imperative for you to have good record keeping skills, especially if you are completing a lot of assignments for several different companies. Be sure when filling out mystery shopping reports, the info you are writing is grammatically correct.
6. Stick to the facts. Your mystery shopping reports will almost always be read by the management personnel of the company that you are auditing. Sometimes employee raises or jobs depend on the feedback a mystery shopper provides, so it is important that you are accurate and precise. Stick to the facts; most companies do not want to hear personal opinions but do want a word picture of what happened during the visit.
7. Follow directions! Not adhering to the instructions given to complete a mystery shopping assignment may result in you NOT getting paid. Read them carefully and ask questions if necessary.
8. Complete your assignments. Completing assignments you have agreed to do is important to your credibility with any mystery shopping company. If you are unable to complete a job, notify the person in charge of that project.
9. Plan your budget accordingly. Most companies reimburse once a month and can take up to 6-8 weeks to process payments, so don't expect to receive your earnings immediately after submitting a shop.
10. Leave the kids at home. Unless you are conducting a shop that requires you to take a child with you (e.g. children's shoe store, etc.), please do not take them with you on a shop.
11. NEVER bring mystery shop paperwork into a location you are auditing! No one at the company should see you writing notes. Be creative if you need to take notes. For example, you can use your cell phone to make it look as if you are sending a text or wait until you are in a secluded area such as the restroom. Hiding a mini voice recorder in your pocket or purse can come in very handy.

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12. If for some reason you feel that you have been spotted as a mystery shopper, don't panic. Just carry on , try to act as normal as possible. If you have been questioned, play dumb and act as if you have no idea what a mystery shopper is.
13. If you are taking on several assignments, try to schedule your jobs in the same area so that you are not driving all over town.

Tips from Project Managers

- ◆ When reading shops at the end of a month, Quality Assurance has noticed how “painfully obvious” it is if a shopper has done a lot of shops and consistently scores them very high or low or uses the exact same comments in their narrative. Please be sure to NEVER “cut and paste” narrative from one shop to another. Quality Assurance notices it, as may a client, and ‘down rates’ shoppers for it. Net results are that you may be offered fewer shops—or none!
- ◆ Be sure you are going to the correct location. Review the assignment information on your homepage such as the location name (it may be different than the client’s name) and address. This is especially important when conducting bank shops. Some banks may have more than one branch in an area or even on the same street.
- ◆ Keep copies of your notes and shop reports for 60 days in case QA or a client has questions.
- ◆ Read the guideline posted on your homepage when accepting the assignment and just prior to conducting the shop. Guidelines are updated regularly with new scenarios and requirements so be sure you are conducting your shops with the correct information. If you have questions on the assignment, email the Project Manager for clarification.
- ◆ When emailing a Project Manager or sending a shop receipt, please include the client name and shop number in the email subject line for easy identification.

* **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/CustomerspectivesMysteryShopping>



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, Milbridge, Mt. Desert, Northeast Harbor, Portland, Rockland, Scarborough, So. China, So. Portland, Southwest Harbor, Topsham, Waterboro, Waterville, Winter Harbor **NH**—Amherst, Boscawen, Bristol, Colebrook, Dover, Epping, Exeter, Franklin, Gilford, Gorham, Grantham, Hanover, Hillsboro, Hinsdale, Keene, Laconia, Lebanon, Lyme, Nashua, New London, Newbury, Newport, Peterborough, Plaistow, Plymouth, Portsmouth, Rochester, Salem, Seabrook, Somersworth, Stratham, Sunapee, Tilton, W. Lebanon **VT**—Bethel, Brandon, Chelsea, Hartland, Norwich, Pittsford, Quechee, Randolph, Rochester, Rutland, So. Burlington, So. Royalton, So. Strafford, White River Jct., Williston, Windsor, Woodstock **MA**—Amherst, Auburn, Bedford, Belchertown, Berlin, Billerica, Boston, Chicopee, Danvers, Dedham, East Boston, Easthampton, Fairhaven, Fall River, Florence, Gloucester, Granby, Kingston, Marblehead, Milford, N. Billerica, N. Dartmouth, Natick, North Eastham, Northampton, Norwood, So. Attleboro, Seekonk, Shrewsbury, Stockbridge, Sturbridge, Tewksbury, W. Springfield, Wellfleet, West Roxbury, Westfield, Williamsburg, Woburn, Wrentham **CT**—Bridgeport, Bristol, Brooklyn, Canterbury, Colchester, Dayville, East Hampton, East Lyme, Enfield, Groton, Hebron, Lebanon, Lisbon, Mansfield Cntr., Milford, Moosup, Mystic, N. Windham, New Britain, Norwalk, Norwich, Pawcatuck, So. Windsor, Stamford, Stratford, Tolland, Vernon Willimantic **RI**— Johnston, Middletown, No. Providence, Newport, Pawtucket, Portsmouth, Providence, Wakefield, Warwick, Westerly, Woonsocket **NY**— Rochester **NJ**—Cinnaminson, Middletown, Paramus, Short Hills **PA**—Butler, Cranberry Twp, Greensburg, McMurray, Monaca, Monroeville, North Fayette, North Huntingdon, Pittsburgh, Pleasant Hills **DE**—Newark

SOUTHEAST: **VA**—Amelia Court House, Chesapeake, Christianburg, Glen Allen, Gloucester, Goochland, Hampton, King William, Manassas, Mechanicsville, Midlothian, Newport News, No. Chesterfield, Richmond, Virginia Beach, Williamsburg, Woodbridge **NC**—Apex, Asheboro, Carrboro, Creedmoor, Durham, Fayetteville, Gastonia, Jefferson, Raleigh, Siler City, Wallace **WV**—Elkins, Philippi

MIDWEST: **IN**—Avon, Castleton, Columbus, Franklin, Greenwood, Indianapolis **MI**— Escanaba, Gladstone, Harvey, Iron River, Ishpeming, Marquette, Munising, Negaunee, Newbury, Ontonagon, Wetmore **MN**—Emily, International Falls, Walker **ND**—Minot, Stanley **SD**—Mobridge **WI**—Abbotsford, Cornell, Ladysmith **OH**—Brecksville

WEST: **AK**—Kenai, Soldotna **MT**—Glasgow, Havre **WY**—Sheridan

SOUTHWEST: **TX**—Kerrville