



Spring has finally arrived in the Northeast—isn't it great?

I thought you'd enjoy this recent article about mystery shopper bloopers—these things actually sometimes happen! As always, we also want to share shopper tips from the Project Managers and Quality Assurance team.

Judi

### **Excerpts from “Oh No You Didn’t”**

**By Daniel Ord**

In this article David Ord shares a few of the really ‘terrible’ experiences that some clients have had.

#### **#1 The Mystery Shopper fills up their Scorecard & Evaluation at the Counter (in front of the Staff)**

Really? You've been hired as a Mystery Shopper and you mark your scorecard in front of the person you are evaluating? That's a good one. Another variation: The Mystery Shopper pressed 'record' on their smart phone and then lays it on the counter or desk before beginning the discussion.

#### **#2 The Mystery Shopper makes it personal**

The Mystery Shopper was hired to test Bank A or Telco C – and it turns out that they are real customers of these brands. So they use this opportunity to sort out their own personal issues with Bank A and Telco C and get paid at the same time.

Really? Unless otherwise instructed, conducting Mystery Shopper research is not about having a convenient and money making way to sort out your own issues.

#### **#3 The Mystery Shopper brings along friends and family**

The Mystery Shopper was hired to test a luxury handbag maker. What a great time to have all their friends look at handbags too! So 10 people walk into the shop at the same time (only 1 is the designated Mystery Shopper) and wreak havoc with the salespeople and counter staff. Afterwards all 10 of them fill up the evaluation together while having coffee at the Starbucks around the corner. Ouch! (

#### **#4 The Mystery Shopper asks for the earth, moon, sun & stars**

As requested, the Mystery Shopper heads down to a governmental agency to learn more about the latest taxation policies. While at the counter they decide on their own to badger the staff – “Why does the government do this???”, “Don't you know I am paying your salary!!!”. On and on and on. Sure – everyone has an opinion. But unless specifically instructed to do so, Mystery Shoppers should not be using their time as a paid Mystery Shopper to badger, pester, annoy or make life miserable for the organization for their own reasons.

#### **#5 They don't actually ‘go’**

The Mystery Shopper was asked to go to a shoe store to conduct a Mystery Shopper visit. But the shopping centre is so far away, the car parks are crowded and they'd rather stay home and relax. So they fill up the scorecard and send it off – without going. Need a receipt? No problem – I have some friends heading over in that direction – I'll ask them to pop into the store and get a receipt.

## Tips and Reminders

- ♦ If you choose to shop more than one branch of a financial institution, please vary your type of inquiry unless the guidelines specify differently.
- ♦ ALWAYS review the form, guidelines and scenarios right before conducting your shops.
- ♦ Be sure **not** to repeatedly use the word “also” in your comments.
- ♦ If receipts are required, be sure the scan or photo you attach is readable. Review it before attaching to the form (if you can’t read it—we can’t read it!).
- ♦ As always, when communicating with anyone at CP via email, include your full name and all the necessary details needed to assist you.

## MSPA News

MSPA-NA offers certification (membership is required to obtain certification) to educate independent contractors. Certification programs allow you to make informed decisions and professional improvements for yourself and your industry.

MSPA North America is proud to announce the 2015 ShopperFest to be held on October 16-18 in Anaheim, CA .

For more information on both of these items, visit: [www.mspa-na.org/events](http://www.mspa-na.org/events)

\* **We welcome referrals for getting great shoppers. Please invite your family, friends and colleagues to visit [www.CustomerPerspectives.com](http://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](http://www.customerperspectives.com)).

**NORTHEAST:** **ME** Auburn, Augusta, Bangor, Biddeford, Brewer, Damariscotta, Falmouth, Lewiston, Portland, Scarborough, So. Portland, Topsham, Waterville, Westbrook, Windham **NH** Amherst, Andover, Bethlehem, Boscawen, Bristol, Charlestown, Claremont, Dover, Epping, Exeter, Franconia, Franklin, Gilford, Gorham, Hampton, Hanover, Hinsdale, Keene, Laconia, Lancaster, Langdon, Littleton, Nashua, New London, Newport, Peterborough, Plaistow, Plymouth, Portsmouth, Rochester, Salem, Seabrook, Somersworth, Stratham, Tilton, W. Lebanon, Walpole **VT** Bennington, Bethel, Chelsea, Randolph, So. Strafford, Springfield, Williston, Woodstock **MA** Abington, Amherst, Attleboro, Bedford, Belchertown, Billerica, Braintree, Bridgewater, Brockton, Brookline, Dedham, Dorchester, E. Bridgewater, E. Wareham, East Boston, Fairhaven, Fall River, Falmouth, Florence, Framingham, Gloucester, Granby, Hadley, Hanover, Hyannis, Kingston, Leominster, Lynn, Marlborough, Marshfield, Medford, Newton, Norwood, Peabody, Pembroke, Plymouth, Quincy, Raynham, Revere, Rockland, S. Weymouth, Sandwich, Stoughton, Sudbury, Walpole, Williamsburg, Worcester **RI** Newport, Middletown, Portsmouth, Wakefield, Westerly **CT** Avon, Brooklyn, Canterbury, Colchester, Dayville, East Hampton, East Lyme, Enfield, Groton, Lisbon, Mansfield Cntr., Moosup, Mystic, N. Windham, Norwich, So. Windsor, Tolland, Willimantic **NY** Bronx, Central valley, Deer Park, Fishkill, Lake George, New York, Riverhead, Staten Island, Waterloo, White Plains **NJ** Middletown **PA** Butler, Coraopolis, Greensburg, McMurray, Monaca, Monroeville, Natrona Hgts., North Fayette, Pittsburgh, Pleasant Hills, Sweickley **MD** Hunt Valley

**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 **WV** Elkins, Philippi **ND** Apex, Ashboro, Carrboro, Creedmoor, Durham, Fayetteville, Gastonia, Jefferson, Raleigh, Shallotte, Siler City, Wallace **SC** Florence **FL** Ft. Myers, Ocala, Sanford, Tampa

**MIDWEST:** **OH** Cleveland, Columbus, Elyria, North Canton, Solon, Wooster **IN** Avon, Carmel, Castleton, Columbus, Franklin, Greenwood, Indianapolis **MI** Charlevoix **MN** Duluth **MO** Chesterfield, **KS** Wichita **ND** Dickinson, Stanley, Watford City, Williston

**SOUTHWEST:** **TX** Amarillo, Conroe, El Paso, Kerrville, Magnolia

**WEST:** **MT** Glendive, Glasgow, Havre, Helena, Missoula **ID** Meridan **WY** Sheridan **CO** Denver **CA** Bakersfield, Barstow, Sacramento, San Diego, San Francisco, San Luis Obispo, Seaside, Vista **WA** Spokane

**Canada:** **QC** Granby, Laval, Longueuil, Quebec, Rouyn, Sherbrooke, Terrebonne **ON** Hamilton, Vaughan **MB** Winnipeg **SK** Regina, Saskatoon **AB** Lethbridge, Edmonton, Red Deer, Fort McMurray, Medicine Hat **BC** Langley, Vancouver, Abbotsford, Kelowna, Kamloops, Nanaimo, Victoria