



Did you know?

- * 63% of mystery shoppers obtain access to mystery shopping opportunities through three or more Mystery Shopping Provider Companies, which helps solidify their status as Independent Contractors.
- * 53% of mystery shoppers have been working as Independent Contractor shoppers for three years or more, which demonstrates a stable core of experienced professional mystery shoppers.
- * 81% of mystery shoppers perform fewer than 20 shops a month as part-time Independent Contractors.
- * Mystery shoppers, on average, perform shops for 3.75 different industries, which shows that shoppers gain mystery shopping experience in multiple industries and thereby preserve their anonymity while honing their skills and professionalism.

As found on MysteryShop.org

Do's and Don'ts of Mystery Shopping

- ◆ **Do follow guideline instructions** - Going to the wrong location at the wrong time or the right location at the wrong time can get your shop thrown out. If the shop requires you to make an objection, do it. The client wants to see the associate's reaction to an objection.
- ◆ **Don't ask highly detailed questions** - Unless required to ask very detailed questions, don't! Asking more general questions provides the employee the opportunity to explore your needs and demonstrate product/service knowledge.
- ◆ **Do comment on "No" responses** -- If you fail to explain why you said no to a question, this short-changes the client and withholds information they need. Such as, were you greeted? No? What happened? Why did the associate not greet you? This enables the client to coach the employee, to better greet the customers. This helps improve the customer-experience.
- ◆ **Don't use information from previous shops** - It might be tempting to some shoppers who have a run of nine gas stations to cut and paste the interaction they had with the cashier. Don't do it. Type each report individually. The client deserves and wants a unique report from each gas station - even if nine cashiers at nine locations all greet you with the same greeting.
- ◆ **Do provide supporting documentation requested** - Make sure you provide all requested documentation. Receipts, business cards, brochures, quotes, etc. help the client verify you were there, who you talked to and what they offered you.

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



Follow us on Facebook. <http://www.facebook.com/CustomerperspectivesMysteryShopping>

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

Connecticut: Milford

Indiana: Indianapolis

Maine: Augusta, Waterville

Massachusetts: Northampton, Stockbridge

Minnesota: Ely

Montana: Glendive

New Hampshire: Berlin, Dover, Lancaster, Lebanon

North Dakota: Dickinson, Grand Forks, Minot, Stanley, Watford City

Ohio: Cleveland, Columbus

Pennsylvania: Orbisonia

Vermont: Bethel

Virginia: Virginia Beach

Reminders from your CP Team

- ◇ When entering your shop date on the report form, double check to make sure you've entered the correct year (month and day as well).
- ◇ When conducting in-person bank shops, if you are required to provide an ATM receipt to verify date/time of visit, please only do a balance inquiry at the ATM. Do not conduct an actual transaction - Customer Perspectives will only reimburse your foreign bank fees for a balance inquiry when a pre-approved invoice is submitted to shopperpayment@customerperspectives.com. Ask your Project Manager if you do not have a copy of the Pre-approved Shopper Invoice form



MSPA North America is happy to announce ShopperFest 2016, June 24-26, at the Tuscan Suites & Casino in Las Vegas, Nevada!

ShopperFest is the only conference developed and led by the companies providing opportunities to you, the shopper! It's an exclusive opportunity for you to gain unique knowledge and skills.

Pre-register today - visit: <http://www.mspa-na.org/>