



HAPPY HOLIDAYS

As we approach the holiday season, we want to be the first to wish you and yours a warm & wonderful Thanksgiving & Christmas.

The Customer Perspectives team.

CHANGE UP IN THE CP TEAM

The times, they are a chang'in!! After 22 years of loyal service, our Administrative Assistant, Kathy Dickson, left CP November 1st to perform missionary work in the Philippines . While we're all very sad to see her go, we wish her much happiness in her new endeavor.

Now the good news—we welcome Kathy's replacement, Kris Jeffery, who has eagerly and quickly learned from Kathy during the month of October. We are excited to have another competent and friendly team member.

Speaking of team members, the 10 of us combined have served CP on a average 18 1/2 years. Eight of us have over 16 years, an average of over 22 years! Customer Perspectives was founded by the owner, Judi Hess , over 33 years ago.

Shopper Tips:

Please write comments in the past tense.

For Example: "The employees are friendly and efficient. There is a good variety of product available and the location is clean." **Should read:** "The employees were friendly and efficient. There was a good variety of product available and the location was clean."

Refrain from using "SA" or "Store Associate" throughout the narrative. Please use the proper pronoun instead.

For Example: "The Store Associate told me that this was the store brand. The Store Associate told me it was very good and a cheaper alternative to (XXX). The Store Associate was very knowledgeable and willing to help me find the best brand for my dog."

Should read: "The Store Associate told me that this was the store brand. She told me it was very good and was a cheaper alternative to (XXX). She was very knowledgeable and willing to help me find the best brand for my dog."

Remember to use a grammar check program. There are free options such as *Grammarly* and *GrammarCheck*.

Tips:

Examples of Mistakes Mystery Shoppers Make:

1. Forgetting to check the restroom
2. Not cancelling or rescheduling due to extreme weather.
3. Not making that pre-call to the store to verify the hours and location.
4. Believing that you will be deactivated after conducting too many shops.
5. Deactivating yourself when upset with a mystery shopping company.
6. Not getting a Business Card.
7. Taking reimbursement-only shops and being upset about it.

HOT SPOTS: If you are travelling or 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).

CT: Milford	ID Coeur D'alene Hayden	ME Auburn Bangor S. Portland	MO Independence	NC All Major Cities	TX Kerrville
FL All Major Cities Jupiter Sandestin Sarasota	KS Bonner Springs	MI Scarborough Topsham Waterville	MT Glendive Havre Glasgow	OH Athens All Major Cities	VT Bennington Chester Manchester Center Springfield
IN Indianapolis Columbia Franklin Avon Castleton Greenwood	MA Danvers Newton Needham Sudbury Wellesley	MN All Major Cities	NH Concord Dover Manchester Portsmouth Stratham	PA All Major Cities	So. Barre Vergennes
			RI Portsmouth Middletown		
			ND Williston		

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

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