

Dear Shoppers,

We have learned there are some conflicting and confusing rumors about this account and we would like to put those to rest.

Many shoppers are under the impression that they will receive a poor rating if they do not answer all survey questions Yes. This is entirely untrue. Your shop rating has to do with the quality of your comments and your observations, as well as meeting our client's required guidelines for this research program. It has nothing to do with how you answer specific Yes/No questions. Your comments to support those responses mean more to your shop rating than the actual Yes/No answer.

Many shoppers are under the impression that they will receive a poor shop rating if they do not answer at least some survey questions as No. This is also not true. Our client wants an honest, thoughtful, well written report that accurately describes your mystery shop visit, whether that happens to be positive or negative. Your shop rating has more to do with the quality of your comments and your observations, as well as meeting our client's required guidelines.

We know that some of you have been told to be sure to answer No to some questions. We are sorry to hear that has happened and want to clarify with you that we and our client simply want accurate information. There is no quota system, positive or negative. Please answer all questions honestly.

Each mystery shop should be treated individually and each report and the comments should be unique. If comments are copied from any other report or document they will not be accepted by our client. It is more beneficial to our client if you are more observant during your visit and sincere with your report. For example, if you are making only a small purchase, it is more valuable for you to observe a large bagging transaction than it is for you to observe your own one or two items being bagged. Perfection is rare and management is always looking for ways to improve customer service and the condition of their stores.

The better reports tend to be from mystery shoppers who do a typical-customer grocery store visit during the shop and spend at least the minimum required amount of time in the store. They are usually done in the true spirit of the program. On the other hand the less desirable reports are from shoppers who rush in and only purchase one or two items and do not make all of the observations our client requires.

Mystery shoppers who continue to do a thorough job in the spirit of the client-required guidelines will receive preference when shops are assigned. Shoppers who do not will not continue to be assigned shops.

Thank you for shopping for Confero!