Mystery Shop Guidelines and Client Requirements

Confbero does not pay for assignments that are not conducted according to the guidelines. The following must be reviewed carefully BEFORE conducting your call. Please read all survey questions online BEFORE conducting your shop.

Preparation:

The purpose of the call is to measure service and to verify that certain behaviors are performed by the employees. Please do not have loud TV’s, children or barking dogs in the background as this will impact the length and quality of your call.

**IMPORTANT:** You will **NOT** reveal that you are a mystery shopper at any time during the call.

**You may not conduct more than one shop per day.**

**Do NOT rush the call.** Your complete attention is expected during this shop assignment.

Conducting the Shop Visit:

<table>
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<tr>
<th>Days to Shop:</th>
<th>Scenario:</th>
<th>Validation Requirement:</th>
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<tr>
<td>See your assignment and shop log for shop dates and times to call.</td>
<td>Specifically assigned by your scheduler: <strong>DO NOT JUST PICK ONE!</strong></td>
<td>The date and time of your recorded phone call will serve as validation for your shop. <strong>DO NOT CALL THE LOCATION DIRECTLY.</strong> You will call the 800 # in your survey (directly above where you enter the time of your call) and enter an access code followed by a verification code. The survey will dial the correct location for you.</td>
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**SCENARIO:**

You will pose as a potential customer calling to ask about leasing (different item each month).

Please visit their website at [www.ShopNewAvenues.com](http://www.ShopNewAvenues.com) and view what is available.

You can start your call by saying that you are interested in xxxxxx and then leave it up to the sales associate to lead the conversation.

Please be sure to review your entire online survey before completing the call so you will know exactly what to listen for.

**PLEASE NOTE:** This should be a short call.

- **DO NOT PROMPT OR LEAD THE SALES ASSOCIATE IN ANY WAY!**
 DO NOT ASK the sales associate to repeat their name! Remember, you can listen to your call afterwards to make sure you have entered the correct responses on the survey form. The only time you may confirm their name is at the end of the call “so you know who to ask for when you go to the store or call back”. Calls that ask the associate’s name at any other time will be excluded.

 DO NOT ASK about terms, rates, features or benefits of the product if the sales associate does not mention them.

 DO NOT SAY “tell me about...........”

If the associate fails to pursue the sale, or does not continue to ask questions, end the call. The sales person should be working to keep the call going, NOT THE OTHER WAY AROUND! Once there is a pause in the conversation you must end the call.

Your call/report will be excluded if you ask leading questions or volunteer any information without being asked.

 Note the time your call began and ended.
 Note how many rings before the phone was answered.
 Listen carefully and mentally note how the sales associate presents himself/herself. Was he/she friendly? Did they say “please” and “thank you”?
 Note the greeting and if the associate offered his/her name.
 Where you asked for your name and phone number? You may use your own or a fictitious one!
 Be prepared to say how you heard of them (TV, printed ad, referral etc.)
 Did the sales associate explain that you were pre-approved up to $2000?
 Were the terms explained to suit your needs?
 Did the sales associate explain at least 3 of the Priority Plus Programs?
 Did the sales associate describe the product you were interested in and ask a qualifying question? (for example size or style)
 Did the sales associate discuss features and benefits of the product?
 Did the sales associate explain the rate and terms of the product?
 Did the sale associate ask for the order at least twice?
 Were you asked for your email address?

You may end the call by telling the sales associate that you would like some time to think about it, talk to your spouse, shop around some more etc.

NOTE: If you received a recording that the number is not valid or has been disconnected, please send an e-mail to lanam@conferoinc.com

Reporting Your Shop Findings:

Submit your Survey responses online immediately after the completion of your call.
- Comments should be written using sentence case (upper and lower case letters). Do not use all caps.
- You must have an active email address that you check regularly and a valid phone number on file in case we must contact you about your shop. We have a tight turnaround time for our client, so please help us by checking your email regularly!
- If you encounter an issue that will prevent timely reporting or submission of validation, contact your scheduler immediately.
- All information about this assignment, including survey questions and guidelines is confidential.
- All findings reported by you are the property of Confero and may not be reported elsewhere.
- If you are a staff member, scheduler or an editor for ANY mystery shopping company other than Confero, you may not accept this shop.

### Payment Information

Your shop fee is $5.00 per completed call.

All assignments are paid via PayPal no later than 60 days following the date the report is submitted.