



Mystery Shopping Services

Shopper Guidelines

For ALL on-site visit assignments
Failure to comply results in NON-payment

Employee Names: You must provide the names of ALL employees you list in your report. **Never** ask an employee their name unless specifically told to do so in your Assignment Specific Instructions or at the end of a phone call if need be.

Employee Descriptions: If an employee isn't wearing a nametag or you absolutely cannot read it, and there isn't another that you can evaluate for that area, you **must always provide a complete detailed physical description** including as much of the following information as possible:

- Gender, approximate age, height and build
- Ethnicity / skin color and hair color and length/style
- Glasses braces / facial hair / tattoos / piercing

Required Areas: If you cannot find a required area or you think an area is closed you must ask an employee where to find it or if it is open. Failure to do so may result in non-pay.

Location Names: Be as specific as possible. Do not list the main facility name. You can find the name of the location on signs, maps or receipts. If no name is available give a complete description. *Examples:*

- Bob's Burger Stand or Pizza stand near go karts
- Baseball Fast Pitch Game

Rides / Attractions: If you are uncomfortable taking part or riding an attraction, then a friend or family member must participate. You still must ask the employee questions.

Food / Drink: When evaluating a food location you must purchase a **main dish** and not just a side item like **fries**. The item must be prepared in some manner and not prepackaged, unless only packaged are available. Do not just buy a drink.

Merchandise / Retail: You must make a purchase separate from other required purchases. Browse the store extensively to evaluate all aspects. Ask questions of at least 2 employees.

Facility Website: Browse through the entire site. Click on each menu option and visit each page to evaluate the entire site.

Calling the Facility: Plan out questions. Browse all the prompts before choosing the option to speak with someone. If you don't reach a live person you must try again in a few hours. You must try at least 2 times for 3 days to reach someone. When you do reach someone, if they don't give their name or you can't understand it, you must ask for it at the end of the call. **Without a name for the phone call the shop is invalid.**

Evaluating Employees: You must have an **actual conversation** where you ask a question(s) with all employees you are required to evaluate. Do not just observe them. We suggest taking another adult and asking several questions. While one of you is speaking and maintaining eye contact, the other person can read the nametag. You sometimes have to force an interaction to properly evaluate an employee.

Employee Knowledge: You must ask **specific** questions to solicit a demonstration of knowledge. Some examples are: What are the toppings? What time does the facility close? How long is the ride? Where are the restrooms? Be careful not to ask too many questions and give away your identity.

Customer Service: Pay close attention to the employee's communications skills. Watch for eye contact, smiling and focusing on you and not being rushed or distracted. Keep in mind that employees need to think of safety first and may not be able to give eye contact when operating a ride or attraction.

Cash Handling: When you exchange cash with an employee you need to watch how the employee handles the money very closely. **Explain exactly what happens in the narrative**, even if you give all "Yes" answers. Keep the following in mind:

- Does the money leave your view? Does the employee do anything unusual, like putting the money in a pocket.

Managers / Supervisors: If you are required to evaluate a supervisor or manager look for dress shirts, ties, radios, etc. If you can't find one by the time you are ready to leave, ask an employee to find one for you. You must speak with one and ask questions a guest would ask. *Examples:*

- The location of something, restrooms, ATM, etc.
- Birthday / corporate parties, hiring, etc.

Receipts: You must upload your receipt(s) to us by 10pm the day following your visit to the facility. This documents your purchases and the date and time. You may need to use a **credit or debit card** if receipts aren't provided for cash.

Value / Price: When rating the price or value of any item, you must only compare prices of similar items at other amusement or entertainment facilities. Please list the name of the specific facility that you are comparing to. **Do not compare prices to non-entertainment or non-amusement facilities.**

Evaluation Objectives: The most important information you can provide is specific details that explain and clarify your answers. This includes reactions to the service you received and conditions you witnessed. **Do not explain what is present or available at the facility.** This is for the facility's benefit and they know, for example, that they serve nachos. Your job is to tell us what you thought of the taste and price of the nachos.

Always Remain a Mystery: Never tell an employee you are a shopper or let them see you reviewing or taking notes. Do not take a clipboard, large notebook or laptop into the facility. **You still need to take notes**, but we suggest you use a very small notepad and go to the bathroom to take notes, or leave messages on your voicemail using your cell phone or use a digital voice recorder. Do not do anything at any point that will compromise your identity. If you are identified as a shopper the shop is invalid and there is no payment.