

## **IntelliShop**

### **Shopper Rating System**

Our InSite™ reporting system allows us to issue a numerical rating to a shopper following each report they submit to us. This system is based on a “1-10 scale”, where 10 is the best score possible, and 1 is the lowest. Our system may be a little tougher than some other companies you might shop for; we have very high standards. We also sometimes take a shopper’s attitude into account when awarding scores; if you are nice, professional, and cooperative in your dealings with us, we’ll give you the benefit of the doubt when judgment calls are made; if you’re difficult, abusive, or unprofessional, we won’t, and you may not shop for us ever again.

#### **To achieve a perfect score of 10, you must:**

- Follow all shop instructions exactly as written
- Submit the report within 24 hours of shop completion
- Use correct spelling, punctuation and grammar throughout the report
- Provide a “story”, and let us “see the visit through the shopper’s eyes” by the comments you include
- Submit the report with 100% accuracy, meaning all scores awarded match the comments that support them, and that none are contradictory

The following information will detail for you how our rating system works.

#### **10 – Perfect**

All instructions in the shop details were followed. You submitted your report on the same day on which the shop was completed. All comments matched the scores awarded. There were a lot of comments, they described exactly what was observed in factual terms only, from start to finish, and there weren’t any extraneous or inappropriate comments. Employee names and descriptions were complete. You spelled everything correctly, your punctuation was perfect, and you had good-to-great grammar throughout the report. No personal opinions were given, and you didn’t tell the client how to run their business. Our proofreaders did not have to contact you, via either e-mail or telephone, to clarify anything.

#### **9 – Pretty Good**

Most things from the “10” category were present, but there were some areas that could have been better. Your report was still submitted the same day as the shop date. You demonstrated a thorough understanding of the shop requirements, and followed them exactly as requested. All comments matched the scores awarded. You may have had a couple of typos, punctuation issues, or grammatical errors. Your comments may not have been as complete or “full”. You may not have given comments in all areas required, such as every question where a “No” answer or less-than-maximum points were awarded.

#### **8 – Good**

This report was still acceptable, but we probably had to contact you to clarify some things. You may have had one question with a discrepancy between the score awarded and the comment for it. We may have had to re-word some of your comments to make them clearer and more relevant. The report may have been submitted up to one day past the shop date. You may have had comments that didn’t make sense for the shop requirements. You may have had more than one score that was contradicted by a comment you made. There may have been more than a few spelling, punctuation or grammatical errors. The comments may not have been there for two or more “No” or less-than-full points questions.

#### **7-Average**

Our proofreaders were able to process your report, but needed your help to do so. You generally followed instructions, but may have missed one or two points that then required clarification. Your report may have been submitted up to two days past the shop date. The comments you gave were probably very “thin”, meaning not enough of them, and/or that you simply restated the question as a comment or gave a one-sentence answer. There may have been two discrepancies between scores awarded and comments to support them. You may have had a fair number of spelling, punctuation, and grammatical errors, but not so many that the report wasn’t usable or easy to understand.

## **6 – Below Average**

This report wasn't very good at all. It was submitted more than 3 days after the shop date. It had a lot of "gaps" in it, and you probably didn't follow the shop instructions. You may have submitted it in all capital letters, or using a very high number of capital letters where not appropriate. There were a high number of spelling, punctuation and/or grammatical errors, which made the report tough to read, and/or difficult to understand. You may have been contacted more than once for clarification and additional information. You weren't prepared properly when you did the shop, and probably didn't read the shop instructions completely. There were a lot of errors between the scores awarded and the comments to support them, or there just may not have been enough comments at all. Many of the comments that did appear were probably rewritten. You may have given opinions and/or were trying to tell the client how to run their business. You may have demonstrated an obvious bias either for or against this client, thus biasing the entire report.

## **5 or below**

Reports that fall into this range are really poor, and may not be used at all. Your report was more than 3 days past the shop date. You may have gone to the wrong location. You may have used all capital letters. You may have submitted a report for another location of the same client, mixing up the information for both locations. You were not properly prepared at all to do this shop, and it was very obvious upon reading your report. There may have been no comments, or most/all comments given may have been simply restating the question and not adding any insight or value. You were contacted for further assistance, and either didn't respond, responded very slowly, and/or were uncooperative when you did respond or when we spoke with you. You may have had a friend or relative go do your shop, and that was indicated in the comments. You probably gave a lot of personal opinions and/or told our client how they should run their business. You may have said very negative, opinionated comments about the client and/or something that occurred during the shop.

## **1 – Excluded**

This will indicate that we had to have this location re-shopped because of the way you completed your shop (or didn't complete it), and that you will probably not be paid for the shop that was originally assigned to you. You may be deactivated from our shopper database.

## **How we apply the ratings**

IntelliShop's schedulers review each shopper's rating prior to assigning them any shops. Shoppers with averages between and 8 and a 10 will receive the majority of our shop offers; obviously, the higher the average score, the more (and better!) shop assignments you will receive from us.

We give preference to:

- Shoppers we've worked with previously
- Shoppers certified by the Mystery Shopping Providers Association
- Shoppers with ratings of 8 and above. Those with higher ratings get preference over those with lower ratings.

If you average below an 8, you may still receive shop offers from us, but your next report will need to rate a 9 or 10 to continue receiving shops from us. If your average falls below a 7 at any time, it will be difficult for you to get any more assignments from us.

Again, your attitude will also play a large part in whether you receive shop assignments from us, and how we make judgment calls when it comes to the shopper rating on a report. You may not think of it this way, but just as IntelliShop competes with other mystery shopping companies for clients, you are in competition with the other 50,000+ shoppers in our database. With so many shoppers to work with, anything you can do to distinguish yourself from everyone else as being someone that is nice to work with, professional in their dealings, and businesslike in their approach to this profession will weigh heavily in your favor. Anything you can do to make it easy for us to do business with you is greatly appreciated and always remembered. A relationship that is mutually positive, respectful, and profitable is the best of all worlds!