

We Help Companies  
**Stand Out**



## Welcome to RetailTrack Mystery Shopping!

### *"Who are we?"*

RetailTrack Mystery Shopping, a division of the Belding Group of Companies Inc., is based out of Ottawa, Ontario, Canada. We have been conducting mystery shopping throughout USA and Canada for over 22 years!

Here at RetailTrack, we are experts in customer service, sales and other key customer experience drivers. We know what to look for, how to look for it, and why mystery shopping information is important. Here are the key members of our team:



Helene



Leanne



Dominique



Margo



Nina

### *"What happens during a mystery shop?"*

There are many different ways to conduct a (mystery) shop. It involves you (the mystery shopper), visiting or calling a company location as a regular customer. You will observe the employees within the location and assess their performance based on specific criteria chosen by the company. This criteria will be provided to you prior to conducting the shop and can involve customer service skills, selling skills and/or how well the employees are adopting specific protocols and procedures introduced in their training. It all depends on the client and what they are looking for.

→ For example, one question on the report form could be: *"Did the associate greet you with a smile?"*

### *"That sounds exciting, how do I start?"*

You will receive an email notification once an assignment is available. You will be required to log into your profile, to view and access the assignment. Once on your profile, you will then click on, "Show me visits I can accept", where you will be able to see the information for the shops you have been invited to.

Each assignment will display the instructions, the pay, and the deadline and provide you with the option to accept or decline the assignment. There is no obligation to accept any assignment, however once you have accepted, we take that as a commitment that you will follow through and meet the deadline.

Remember to always update your profile to make sure your address, email and payment preference are correct.

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### *"I just finished my first shop, how do I fill out the report form?"*

The report form is one of the most important parts of the mystery shop. The information and data you collect will help clients track and measure how well they are standing out to their customers. The report forms are available to you, once you've accepted an assignment. They can be quite comprehensive, so please make sure that you are familiar with all the questions before going to complete the shop.

Once you are ready to fill out the report form, please keep in mind the following:

- Answer all questions!
- If a question requires justification, or asks for details, please make sure they are provided.
- If an assignment requires that you make a purchase, make sure to keep your receipt and submit a photo or a scan with your report form in order to be reimbursed.
- And remember, you can never give too much information – but you can give too little!

### *"I've completed my assignment, how do I get paid?"*

Congratulations on completing your assignment!

RetailTrack Mystery Shoppers are paid a flat rate for completing an assignment. Payments are made through PayPal or cheque. However, we highly recommend our shoppers to choose PayPal.

Shoppers receive payment by the end of the month, following their assignment.

→ For example: For a shop completed on June 20<sup>th</sup>, you will receive payment by the end of July.

Remember to update your payment preference on your online profile and specify if you prefer to be paid by cheque or PayPal.

Thank you for mystery shopping with us!

If you have any questions about Mystery Shopping or about RetailTrack Mystery Shopping & Consulting, please do not hesitate to contact our team by replying to this email or by calling us at 1800-576-6860.

We are always here to help!

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