

INSTRUCTIONS

This document has three purposes:

- 1) To acquaint you with some general information about what is required of you as a shopper for A Closer Look (ACL);
- 2) To provide you with a sample set of guidelines that simulates what ACL sends out to each shopper who is assigned to do a shop; and
- 3) To give you information in order to test your reading and comprehension skills – there will be questions on the ‘Shopper Qualifying Test’ based on the contents of this document.

You **MUST** read this document carefully in order to answer the test questions correctly. Failing to pass the test will disqualify you from being a shopper for A Closer Look.

SECTION ONE: General Information

Shopper Expectations

A Closer Look (ACL) specializes in providing in-depth, mystery shopper feedback to its clients (for example, hotels and restaurants). ACL does not pay its shoppers for performing these shops; however, a set reimbursement limit (established by each client), verified by the receipt submitted by the shopper, will be sent to each shopper. Each shopper functions as an independent contractor and is not an employee of ACL.

Before filling out and submitting an application, you must read our [System Requirements](#) document to make sure you have the proper computer and browser configuration. If your system is not set up correctly, your online report submission will be difficult. All shoppers are required to have a current, valid email address and have access to our website.

Our shoppers pay by major credit card and submit their receipts via email, fax or US Mail for reimbursement. Reimbursements to our shoppers range from \$15 - \$250+, depending on the business they are called upon to shop. Due to the magnitude of these reimbursements, we expect a great deal from our shoppers. Our goal is to provide quick, detailed, and meaningful feedback for our clients. If selected as a shopper for ACL, you **MUST** agree to, understand, and abide by all of the items listed below.

Our qualified shoppers are given a secure id and password to access our website. Once logged on, shoppers can assign themselves to shops that are available, always being aware that they must complete the shop during the date range specified. Shoppers do not need to email us with their travel plans or to request shops, nor do shoppers need to pay a fee to another company to obtain shops. Most shoppers are limited to one or two shops per month and there are certain time restrictions for shoppers returning to a specific location.

Communication

Most of your communication with A Closer Look will be via email. We have thousands of shoppers in our database; unfortunately, too many for us to accept phone calls. If you need to reschedule a shop or cannot complete an assigned shop, it is critical that you email Info @ A-Closer-Look.Com as

soon as possible so that we can re-assign the shop to another qualified shopper. Once a shopper is assigned to a shop, it is a tedious job re-assigning it. Always remember: The earlier we know, the easier it is to cover or reschedule a shop.

In addition to alerting us of emergencies or problems entering your shop, it is imperative that the information in your shopper file is updated and accurate. You should check your information regularly to keep it up-to-date. We must have your correct street address, current working email address, and AT LEAST TWO working telephone numbers to contact you. If you submit your report and we need additional information, we will contact you initially by email. As a mystery shopper, it is important that you check your email DAILY. If we are unable to contact you by email, we will call you. If your contact information is not accurate, we will not allow you to self-assign shops until it is updated. Additionally, there may be delays in your reimbursement payments if we do not have your correct address on file.

Following Directions

There are **three places** where you will find all the information necessary to do your assigned shop. When you access your assigned shops on our website, you should check the “details” section, to learn your shop details. This section includes “**event notes**” for your shop. It is extremely important that you understand what is required of you on your shop. After you read the “event notes,” there is an attachment that contains the **shop guidelines**. This is where the bulk of the instructions for your shop will be. Follow the directions precisely. After you have printed out your event notes and shop guidelines, please access the “**blank form**” of your shop and print it out as well, so that you are familiar with the questions for your specific shop. Most comment sections require a minimum of at least 3 complete sentences. IMPORTANT COMMENTS sections (they will be clearly noted like this) require much more feedback and you will typically enter at least 1-2 FULL paragraphs of detailed narrative. All NO answers **must** be supported with a clear and concise explanation in the adjoining comments section. Also, please be thorough when reporting on exemplary products or services. Our online reports will typically take between 30 minutes and one hour to complete. Please be sure that you allot yourself enough time to provide our clients detailed, accurate and specific feedback.

Dependability

Your completed shopper's report is required to be submitted to ACL **NO LATER THAN 24 HOURS** after your experience. Failure to do so may disqualify you from future shops and may delay or disqualify you from being reimbursed. After you have finished entering your online report, be sure to hit “Finish” or your data will not be transmitted properly.

Excellent Writing Skills

The report you submit will be sent to the client's establishment and generally posted for the employees to see how they performed. The shop must be specific, well-written and checked for grammar and spelling. Take your time. Be accurate and very clear. We encourage objectivity and discourage too much subjective discourse. To provide our clients with the highest quality possible, your completed shop is professionally edited and your writing ability will be scored. Scores will not be published and will not be available to you. Scores will be used for scheduling purposes only. After you become a shopper for ACL, be sure to study our provided sample shops.

Organization

The key to your success in mystery shopping is organization. You must know what is required of you well before the date of your shop. Be sure that you are clear about what location to visit and double-check that it is open prior to your visit. If a location is closed, please alert us immediately at

Info @ A-Closer-Look.Com. Double-check the time slot of your visit. Ask yourself the following questions: Is it a dinner or a lunch shop? What is the time slot of my visit? Is a bar visit required? Is it a take-out or a delivery shop? If it's a delivery shop, am I in the delivery area (if not, please notify us immediately)? Where am I required to sit? Are there any certificates needed to complete the shop? Once you are completely comfortable with what is required of you, it's time to perform your shop. Prior to performing your shop, it is helpful to review all shop requirements one last time (**event notes, shop guidelines and the blank questionnaire**). Do this before leaving home or take a few minutes prior to entering the location.

Conducting Your Shop

Do not take your shop forms into your shop location! It is acceptable and advisable to discreetly take notes in the restroom during your shop visit, while details are fresh in your head. You must remain anonymous during your visit. Do NOT inform the manager or other staff member that you have performed a shop unless the guidelines or event notes specifically instruct you to do so.

Before you leave the establishment, be sure that you have made all required observations (time you entered/left, volume of diners, restroom cleanliness, whether you heard music playing etc.). If a bar visit is a required element of your dinner shop, this requires a purchase to be made at the bar, even if the bar is full of patrons and you may have to stand. Please arrive a half hour before your reservation time, to allow plenty of time to visit the bar.

You are required to get the name of the server in any full-service restaurant shop. Additional names and accurate descriptions of all employees that you encounter are absolutely vital to your success as a shopper. Our clients cannot reward or retrain employees that they cannot accurately identify.

Once you finish your shop and log-on to our website, access your "pending" file and complete your shop information. The first page of information is an area of extreme concern. This page requires you to key in the time you entered/left the establishment (please double-check this information against a calendar), the volume of the dining room (for restaurant shops) and the total amount of your receipt(s) and tip. After you are sure that this page is correct, please move on to the actual shop content. Each category is a separate page and has a comments section at the end. Please ensure that your "yes/no" responses match your comments, while providing copious objective details of your shop experience.

The End Result

Mystery Shopping feedback is tremendously beneficial to our clients. If you are selected as a shopper for ACL, we want you to enjoy your visit and it is our hope that you will continue to refine your mystery shopping skills.

SECTION TWO: Sample Guidelines

The guidelines below are an example of what you would receive if you were assigned a shop with A Closer Look. It is NOT a real shop. It is important that you read all of the information, as there may be several questions asked on the “Shopper Qualifying Test” pertaining to this document.

ASSIGNMENT:

Event Details (a web page displayed by clicking the “Details” button for the)

Report Deadline: Completion of your ON-LINE report MUST be submitted WITHIN 24 Hours AFTER your visit.

Location: Pete’s Fine Italian Cuisine
Address1: 123 Spaghetti & Meatball Lane
City: Alfredo
State: NY
Phone: (555)123-4567
Event Start Date: 11/5/2004
Event End Date: 11/7/2004
Time Slot: Dinner [Between 7 p.m. and 8 p.m.]
Max Reimbursement: 50

Reimbursement Check Date: 12/17/2004

Event Note:

Your visit MUST be during the week (M-F) and NOT on the weekend (Sat or Sun). You MUST visit this location during the busiest dinner rush.

[Attachment 1](#) (when this link is clicked, it will bring up the guidelines for your shop – see below)

Pete's Fine Italian Cuisine

GUIDELINES

(Last Revised: 11/15/04)

*****Since guidelines change from time to time, you MUST read this entire sheet BEFORE you go to your assigned shop. Failure to follow guidelines may NEGATE your shop and result in ***NON-REIMBURSEMENT*****

Assignment Verification:	<p>Not only should you receive an email notification, but you can check under 'assigned' and/or 'pending' events to verify your assignments. The email notification will list the address, phone number, date range, meal type and additional 'event notes' for your shop(s). The blank form and guidelines for your shop can be obtained under 'assigned' and/or 'pending'.</p> <p>It is VERY important that you visit the correct location (the address and directions can be obtained by clicking on the name of the location under 'assigned' and/or 'pending') and during the correct mealtime (identified under the heading 'Time Slot'). Failure to do so will result in NON-REIMBURSEMENT.</p>
Date Conflicts:	<p>If for ANY reason you are not able to visit this property during the specified time, you MUST EMAIL as soon as possible with your full name, the name of the shop and specific location. We will then reschedule you during a different time frame OR reassign it to another qualified shopper. Do NOT change or plan to visit outside your date range, as this could cause duplications and result in non-reimbursement.</p>
Report Deadline:	<p>Completion and submission of the report MUST be done ON-LINE within 24 hours AFTER your visit. You must log on to the site, choose the 'Pending Events' option, select the event and access 'Questionnaire' in order to complete the report.</p>
RESTRICTIONS / SPECIAL NOTES:	<p>-To prevent being identified as a shopper, you may NOT bring in your report, use a notepad, or 3 X 5 cards in the public areas of the restaurant. You may, however, take notes in the privacy of the restroom(s).</p> <p>-You MUST also review the "Blank Form" as there may be questions listed that are not addressed within the guidelines.</p>
Type of Establishment:	<p>Casual/Family-Style Italian Restaurant (additional information can be found at the following web address: www.petesfineitalian.com.)</p>
Dress Code:	<p>Business-Casual</p>
Purchase Allotment:	<p><u>Lunch:</u> \$35 <u>Dinner:</u> \$50</p> <p>*Purchases are for FOOD/DRINK ONLY. However, if the amount spent is 'under' the allotted amount, up to 15% of the gratuity can be included but will not exceed the stated limit.</p> <p>FOR EXAMPLE: If your purchase allotment for a dinner shop is \$35.00 and you spent a total of \$33.00 for the meal and left \$4.95 (15%) for tip, you will only be reimbursed \$35.00 (\$33.00 plus \$2.00 of the tip). If you spend a total of \$28.00 and you left \$5.60 (20%) for tip, you will be reimbursed \$32.20 (\$28.00 plus a tip of 15% is \$4.20) because anything over 15% is at your discretion.</p>
Visiting Hours:	<p>General Lunch (M-F ONLY): 11:00 a.m. - 2:00 p.m. . (**Check the 'Event Note' in your 'Shopping Event Notification' email to see if specific visiting times are required OTHER THAN the General lunch hours)</p> <p>General Dinner: 5:30 p.m. – 8:30 p.m. (**Check the 'Event Note' in your 'Shopping Event Notification' email to see if specific visiting times are required OTHER THAN the General dinner hours)</p>

	<p>*You MUST call the location to verify hours of operation. If you are visiting for LUNCH, ask when lunch is served, as some restaurants stop serving at times other than the standard times above. VISIT DURING THE <u>BUSIEST</u> TIMES. Do NOT visit the location during the last hour they are open.</p>
<p>Ordering Requirements:</p>	<p>This assignment is designed for two guests. If you plan to visit the location solo, you are only required to order ONE entrée but must also order other items (i.e. appetizer and/or dessert) for sufficient feedback to the client.</p> <p><u>LUNCH:</u> Required: 2 DIFFERENT entrees OTHER suggested items IN ADDITION to the 'required' items: Please order a 'variety' of items in addition to your entrees (i.e. appetizer, soup, salad or dessert)</p> <p><u>DINNER:</u> Required: 2 DIFFERENT entrees OTHER suggested items IN ADDITION to the 'required' items: Beverage of your choice Share an appetizer Share a dessert</p>
<p>Absolute MUSTS:</p>	<p>(1)<u>Pre-Visit Call</u> – A pre-visit call MUST be made before visiting the location to a) verify you are visiting the correct location and b) to be sure it's open at the time you plan to arrive. We cannot be responsible for a visit to a location that is closed.</p> <p>(2)<u>Restroom Visit</u> - check cleanliness/adequate supplies</p> <p>(3)<u>Bar Visit (DINNER ONLY)</u> - 1/2 hour BEFORE or AFTER dinner for an alcoholic or non-alcoholic beverage. A Bar Visit is REQUIRED for dinner. If the bar is crowded, you still MUST purchase a beverage (alcoholic or non-alcoholic). Make sure you get a receipt for your purchase to submit for reimbursement.</p> <p>(4)<u>Server's Name</u> - MUST BE OBTAINED but if it is not offered or a nametag is not visible, ASK (i.e. What is your name in case we need something?). *TIP: You MUST keep the ITEMIZED print out as well as the credit card receipt from your meal. This will aid you when filling out your report as to the specific items that were ordered and correct spelling of each item. It should also help you identify your server's name.</p>
<p>Entering Your Receipt Info On-Line:</p>	<p>When entering your receipt info, you MUST make sure that all amounts are included; otherwise, you will not be properly reimbursed.</p> <p>1)Receipt Total: Add your food and drink totals from the bar and dinner 2)Tip Total: Add your bar and dinner tips 3)Total: Add the "Receipt Total" and "Tip Total" amounts.</p> <p>**If only an item or portion of your meal was comped, do NOT check 'yes' for the question that asks if your meal was comped. Only check 'yes' if your TOTAL meal was comped.</p>

<p>RECEIPTS:</p>	<p>A copy of your receipt(s) is REQUIRED for proper reimbursement. Forward us a copy of your receipt(s) in one of three ways:</p> <p>1) Email: Our address is Info @ A-Closer-Look.Com. Save the scanned image as a '.tif' (image) file and attach it to your email. Do NOT scan the image into the email.</p> <p>2) Fax: 888-446-5660 (toll free) or 770-448-2091. Make sure you put your name on the fax.</p> <p>3) U.S. Mail: A Closer Look, Inc. P.O.B 920760 Norcross, GA 30010-0760 **Make sure you send a COPY and not the original**</p> <p>**IMPORTANT: You MUST make sure that the information we have on file for you reflects your correct mailing address, as this is where your reimbursement check will be sent. To check or update your info, log on and choose the "Update My Info" option.</p>
<p>HOW TO CONTACT US:</p>	<p><u>Email:</u> Info @ A-Closer-Look.Com This is the preferred way to contact us. We GUARANTEE your email will be answered within 24 hours. We will answer emails received from you on the WEEKEND by the NEXT BUSINESS DAY. If you do not receive a response, your email has not reached us. Therefore, please follow up with another email. If you do NOT receive a response after your follow-up email, THEN call our office at 888-446-5665 (toll free) or 770-446-0590.</p>