

WHAT WE DO

SHOPPERS' VIEW CAPABILITIES OVERVIEW

We have the experience. Over 20 years in the mystery shopping industry, and we're a founding member of the globally recognized Mystery Shopping Providers Association. Our Director of Operations was elected by mystery shopping industry leaders to serve on the board.

We're a local Midwest Company. While we cover all of North America, our secure servers and team is located in Grand Rapids, Michigan.

We don't outsource. All our services, aside from the mystery shopping itself, are handled by us, and us alone.

WHY SV?

SERVICE ORIENTED
RESEARCH FOCUSED



MEET THE TEAM

SHOPPERS' VIEW EXECUTIVE GROUP



JAKE STROBURG

President



TONY ABBO

Director of Business
Development



LINDSEY DAHL

Director of Operations



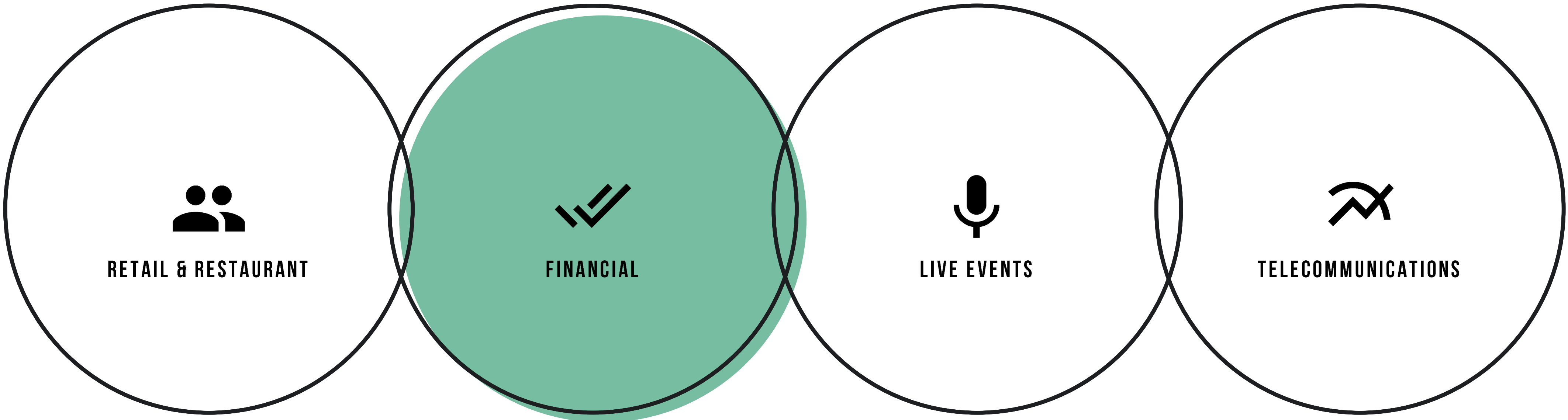
CUSTOMER EXPERIENCE

We'll work with you to determine which type of mystery shopping is best suited for your company's needs.

- ✓ **HIDDEN VIDEO MYSTERY SHOPPING**
Take mystery shopping to the next level by having our mystery shoppers wear a hidden video camera to record their shopping experience. Our in-house video team is ready!
- ✓ **ON-SITE MYSTERY SHOPPING**
Our trained mystery shoppers visit your locations and provide detailed, customized reports on your customer service; streamlined mobile shops are also available.
- ✓ **RECORDED CALL MYSTERY SHOPPING**
Our shoppers call your business to evaluate your employees' performance over the phone.

INDUSTRIES WE SERVE

A DIVERSE PORTFOLIO



- Consumer Goods
- Grocery Stores
- Casino
- Auto Dealerships

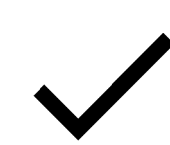
- Banks & Credit Unions
- Pay Day Lending
- Retirement Living
- Pawn & Retail

- Stadiums
- Sporting Events
- Concerts

- Cable Providers
- Internet Service
- Wireless Providers

A man with a beard, wearing a dark blue suit jacket over a light blue shirt and a grey vest, is looking down at a tablet computer he is holding with both hands. The background is a blurred city street at night with warm, out-of-focus lights.

ADDITIONAL SERVICES



COMPETITIVE INTELLIGENCE

Our expert team of competitive analysts identify the unique market opportunities and challenges facing your business in your industry.



QUALITY ASSURANCE MONITORING

Stay on top of what's really happening at your business when you're not around. This includes recorded phone monitoring and/or video camera monitoring.



AUDITS

We evaluate how well your brand speaks to customers and help you keep track of your operations, both on-site and online.



OURVIDEOS

CLICK AN IMAGE TO LEARN MORE ABOUT US



SOLUTIONS



MYSTERY SHOPPERS



HIDDEN VIDEO



COMPETITIVE INTEL

CUSTOMIZE YOUR GAMEPLAN

MAKE YOUR PROJECT A PERFECT FIT

TRAINING

With Shoppers' View University, you can create lessons and tests for your employees to build understanding and track progress.

EMAIL UPDATES

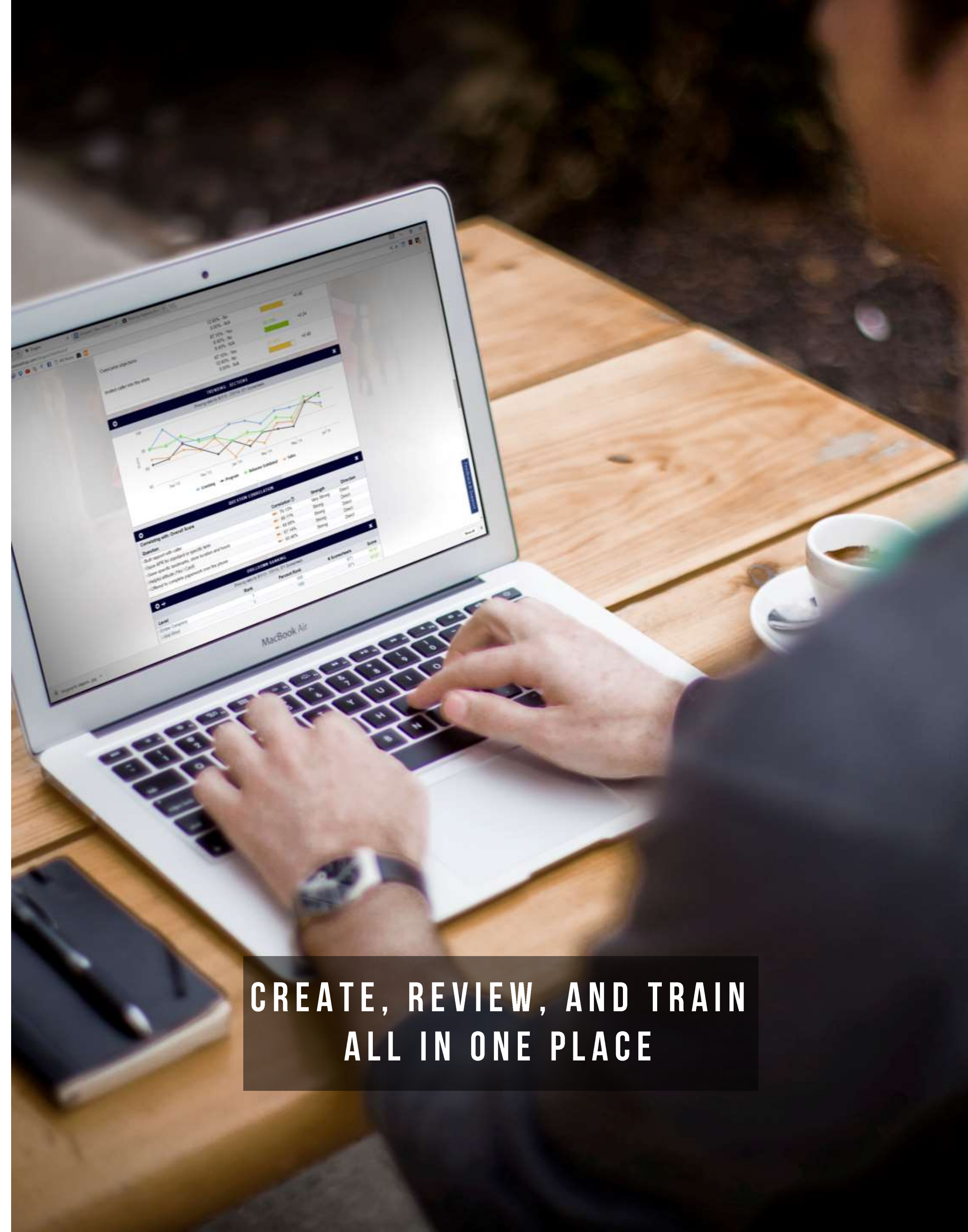
You can choose to receive email updates every time a shop is finalized. This allows you to review and provide feedback to your employees in as little as a week after a shop was conducted.

SCRIPTING

Do you need help developing training material? No problem. We are ready to assist you in creating programs to help your employees succeed.

EMPLOYEE REVIEW SITE

Let your employees take success into their own hands by allowing them to log into the training portal, review material, and track their own progress.



**CREATE, REVIEW, AND TRAIN
ALL IN ONE PLACE**

THE PROCESS

GO

HERE'S HOW WE WORK
FROM START TO FINISH

DEVELOP

We develop customized scorecard and training documents based on your goals.

1

2

TRAIN

We train our evaluators and coach shoppers to yours and our specifications.

3

SCHEDULE

We schedule shops based on pre-determined demographics.

4

COMPLETE

Shops are conducted and submitted by our network of contracted shoppers. They are ready for review by our trained evaluators.

OUR TIMELINE FOR SUCCESS

THE PROCESS CONTINUED

OUR 3-STEP QUALITY ASSURANCE PROCESS

5

E1

Evaluator 1 reviews and scores the shop that was submitted by the shopper. The shop is then put to a holding status for E2 to review the scoring.

E2

6

Evaluator 2 reviews the same shop to determine if the scoring from E1 is correct. E2 will publish the shop to the client if there are no objections, or put the shop into holding status for E3 if there are any concerns.

7

E3

Evaluator 3s are our senior evaluators. E3s review any questions that arose during the E2 process. E3 provides feedback and updates to E1 & E2, and then publishes the shop to the client.

WHAT'S NEXT?

THE ACCOUNT MANAGER
CONDUCTS A HIGH-LEVEL
QA OF ALL SHOPS

OUR TIMELINE FOR SUCCESS

REVIEW THE DATA

ON THE SV DASHBOARD



Your data is now represented through graphics on the SV Dashboard. We'll add your logo and customize your homepage so that the system looks like your own.



The dashboard allows you to view high-level mystery shopping results in a way that is clear and interactive.



Now you can review trends for coaching and training opportunities, and make informed decisions that will lead to the success of your company.



CONTACTUS

GET IN TOUCH

CALL US

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THANK YOU



SHOPPERS' VIEW