



# WHAT'S HOT 2014



MYSTERY SHOP REPORTING JUST GOT PERSONAL



A BRAND NEW REPORTING CONCEPT

AVAILABLE NOW

## + EASY TO MAKE

EVERY USER CAN MAKE PERSONAL  
CUSTOM VIEWS

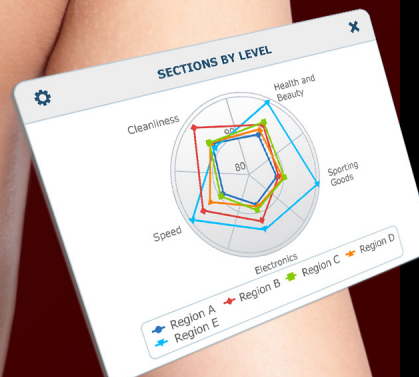
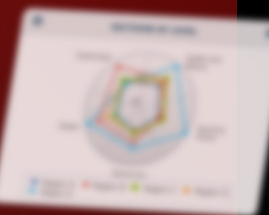
## ➡ EASY TO SHARE

ANY VIEW CAN BE SHARED ACROSS THE  
COMPANY IN SECONDS

## 📄 EASY TO GET

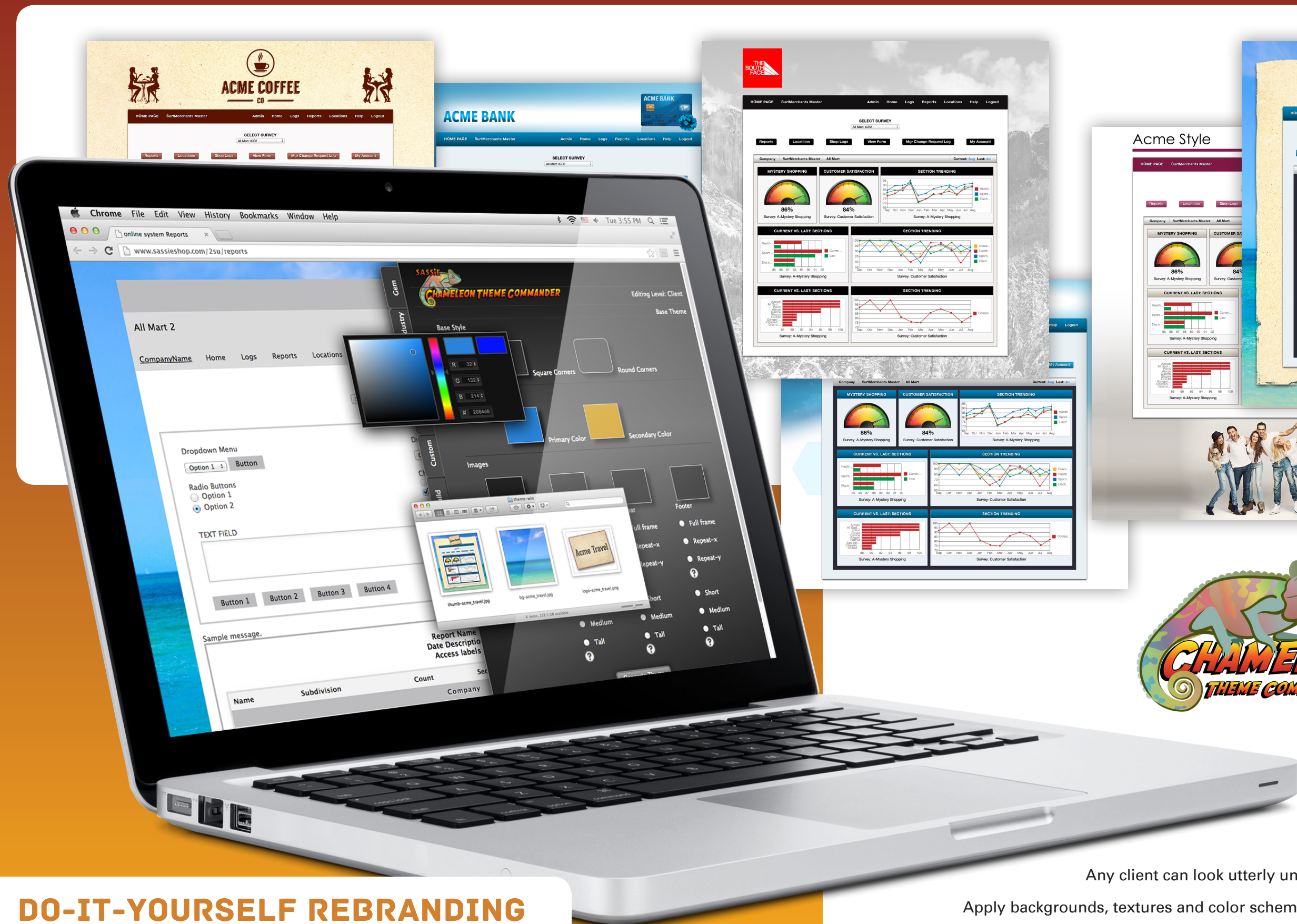
EVERY USER GETS AUTOMATIC REPORT  
DELIVERY ON THEIR PERSONAL SCHEDULE

PERSONAL REPORTING SYSTEM





# REBRAND EVERYTHING WITH THEME COMMANDER II



DO-IT-YOURSELF REBRANDING

Any client can look utterly unique across your entire system in minutes.

Apply backgrounds, textures and color schemes for an unbeatable customer experience.





# MOBILE DONE RIGHT

**Presto**  
MOBILE SURVEYS

**C - S A T**  
FAST EASY MOBILE SURVEYS

MOBILE SURVEYS UP IN 10 MINUTES

**INSTA-SHOPS**

A NEW WAY TO MYSTERY SHOP

THESE AREN'T MYSTERY SHOPS.  
THESE ARE INSTA-SHOPS: FAST, MOBILE AND AFFORDABLE



- ★ Audits
- ★ Exit Interviews
- ★ Customer Satisfaction



- ★ Geo-verification
- ★ Shopper Payment Handling
- ★ Instant Mobile Signup & Self Assign

**ALL NEW MOBILE PLATFORM**



# THE HOTTEST DASHBOARDS AND SHOPVIEWS IN THE BUSINESS



DRAG & DROP SHOP VIEWS



DRAG & DROP DASHBOARDS



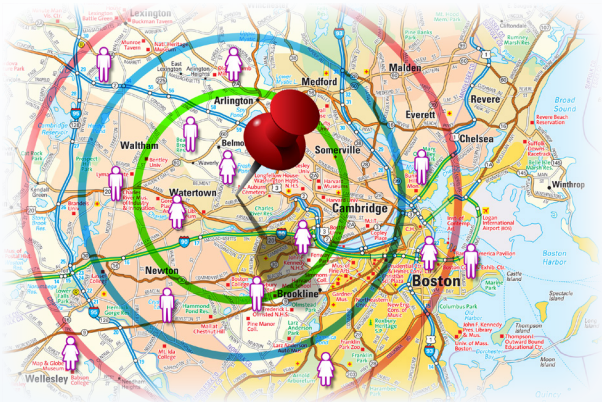
# THE MOST SUCCESSFUL SCHEDULING SYSTEM IN THE INDUSTRY

# FRAUD IS WAR. GET ARMED UP.

SEND SHOP OFFERS DIRECTLY TO MOBILE DEVICES WITH SHOP NOTIFIER



FILL SHOPS FASTER WITH ASAP EMAILING



SASSIE doesn't make you wait for a once-a-day blast. Our emails start going out the instant you hit SEND. How else could we send 390 million shop offers a year?

ENFORCE TOUGH ROTATIONS WITH SHOPPER PICK DATE

SUNDAY & SATURDAYS ONLY

Sun	Mon	Tue	Wed	Thu	Fri	Sat
1	2	3	4	5	6	7
8	9	10	11	12	13	14
15	16	17	18	19	20	21
22	23	24	25	26	27	28
29	30	31	1	2	3	4

5 SHOP MAXIMUM

Sun	Mon	Tue	Wed	Thu	Fri	Sat
1	2	3	4	5	6	7
8	9	10	11	12	13	14
15	16	17	18	19	20	21
22	23	24	25	26	27	28
29	30	31	1	2	3	4

2 BUFFER DAYS BETWEEN SHOPS

Sun	Mon	Tue	Wed	Thu	Fri	Sat
1	2	3	4	5	6	7
8	9	10	11	12	13	14
15	16	17	18	19	20	21
22	23	24	25	26	27	28
29	30	31	1	2	3	4

AUTO-DETECT BAD RECEIPTS WITH



VERIFY SHOPPER TIME & LOCATION WITH



CATCH CONTRADICTORY & IMPOSSIBLE ANSWERS WITH RULZE

FRAUD ALERT:  
CONTRADICTION ANSWERS

Q5: Good  
Q31: 3-Poor

Question 5: Assess the quality of service

☐ Excellent ☒ Good ☐ Average ☐ Bad

Question 31: Rate the service from 1-10  
(1=Very poor, 10=Excellent)

1-Very Poor ▼



AUTOMATED SCHEDULING

ANTI-FRAUD TECHNOLOGIES



# FOR OVER A DECADE, THE #1 SYSTEM IN THE MYSTERY SHOPPING INDUSTRY!

- ★ Used by over 150 mystery shopping companies
- ★ Over 15,000 clients
- ★ Over 150 countries
- ★ Over 3 million registered shoppers (with 9.4 million shopper accounts)
- ★ Over 390 million shop posting emails sent every year
- ★ 500-800 custom projects handled every year

## TESTIMONIALS FROM OUR PARTNERS

- ✦ SASSIE is the true industry leader. One of the rare times where the BIGGEST is also the BADDEST ... and the BEST.  
— *Josh Stern, Reality Based Group*
- ✦ Ten years ago, our move from developing our own internal software to the Sassie platform freed us to focus on our core business: expert execution of complex mystery shopping programs. The move gave us the flexibility to custom build programs exactly as clients wanted them, in hours or days, not weeks.  
— *Elaine Buxton, CEO, Confero Inc*
- ✦ SurfMerchants helped us win our largest client to date! We were thrilled with Lily and her team — they worked around the clock and flew in to present with us in person. We could not be happier!  
— *Lise D'Andrea, President and CEO, Customer Service Experts, Inc.*
- ✦ The key to success for any business is the people you surround yourself with. SASSIE was one of the first partners Customer Impact selected to partner with over a dozen years ago and we have not regretted that selection for one minute.  
— *Mike Green, Customer Impact*
- ✦ SASSIE is supported by a team of passionate, helpful and customer focused experts to guide our business through every mystery shopping eventuality. Sassie is the platform that gives us the edge in a highly competitive market.  
— *Catherine Van Veen, Managing Director, Personally Recommended*
- ✦ SurfMerchants is the trend-setter in the industry when it comes to staying ahead of the curve such as in reporting development, scheduling tools, and mobile offerings.  
— *Marci Bikshorn, Service Excellence Group*

