

# Sassie Mystery Shopping Systems



**Feature Flipbook**

Do It Yourself Tools

Scheduling

Data Collection

Reporting

## Custom Power without the custom fees

## Do It Yourself Tools

Clients can't wait?

Clients keep changing their minds?

No sweat — it's all under your control!

And it won't cost you a thing.

SASSIE puts the power in your hands to deliver:

- *Rebranding*
- *Custom Dashboards*
- *Custom Shop Views*
- *Custom Reports*
- *Programmable Form Behavior*

# Mystery Shop Reporting just got Personal



## Dragon

### Personal Reporting System

#### Dragon's mission:

Give EVERY single person a PERSONAL dashboard (from the CEO to the store manager).

Give the option for EVERY single person to customize their dashboard with a few drag & drops.

Give YOU back the time you spent on laborious custom reporting projects.

It's time to get *personal*!





**Give your clients a makeover — in minutes!**



## **THEME COMMANDER II**

### **Rebrandable Client Portals**

**Bold or Conservative, Elegant or Hip, Classic or Modern — Theme Commander II makes any client feel like you built a system just for them.**

**You can rebrand every client page at once with one of 18 standard themes OR a custom theme of your design.**



Who says surveys can't be gorgeous AND smart?

## Chameleon

### Handcrafted Shop Views

Win the hearts AND minds of your clients!

Drag and drop charts and graphs to build dazzling shop views...

Show how each shop relates to recent shops, other locations and company trends...

Wrap it all in a customized theme that tells your client that this was made just for them.



## Build ready-to-deploy surveys straight from your browser

The image displays the SASSIE Survey Builder interface, which allows users to create surveys directly from their browser. The interface is divided into two main sections: a question editor on the left and a preview of the survey form on the right.

**Question Editor (Left):**

- Date:** A text input field showing "5/21/15".
- Did the staff greet you in an acceptable way?** A radio button question with options "Yes" and "No".
- Please indicate which greeting the staff member used, check all that apply:** A checkbox question with options: "Yes", "How are you today?", "Do you need help finding something?", "Other", and "I was not greeted".
- Name tags should look like this:** A text input field with a red border and a small image of a name tag.
- Was the staff member wearing the correct name tag?** A radio button question with options "Yes" and "No".
- Please upload a copy of your receipt:** A text input field with a blue "Upload Picture" button.
- Please describe your experience:** A text input field with a "Text Field" button.
- Please indicate how likely you are to recommend this experience to a friend:** A dropdown menu with a "Select One" header and a list of options from "10 - Most likely" to "0 - Least Likely".

**Survey Form Preview (Right):**

The preview shows a completed survey form titled "Demo2: Mystery Shopping #1". It includes the same questions as the editor, with answers provided for each. The form also includes a "Clear Answer" button, a "Save & Continue" button, and a "Complete Survey & Submit" button. A "Spell Check" button is also visible.

## SASSIE SURVEY BUILDER

### Advanced Survey Technologies

Get even your most complicated surveys up and running quickly!

SASSIE's Survey Builder empowers you to

- Choose from dozens of question types
- Utilize advanced scoring options
- Change survey content by date, location or user

Deliver intelligent surveys that change on the fly!

RuleZ  
Programmable Survey Automation

Skip patterns! Branching! Question hiding/showing!

With RuleZ on your side, you're the master of all of these survey behaviors.

Why pay for custom programming when you can deliver dynamic forms yourself?

Which type of phone do you currently own?

☐ Smartphone

☐ Cellphone



Did the associate explain the data plan options?

☐ Yes ☐ No

Did the smartphone have built-in GPS maps?

☐ Yes ☐ No

Did the smartphone have a touchscreen?



Did the associate explain the text plan options?

☐ Yes ☐ No

Did the cellphone come with a built-in camera?

☐ Yes ☐ No

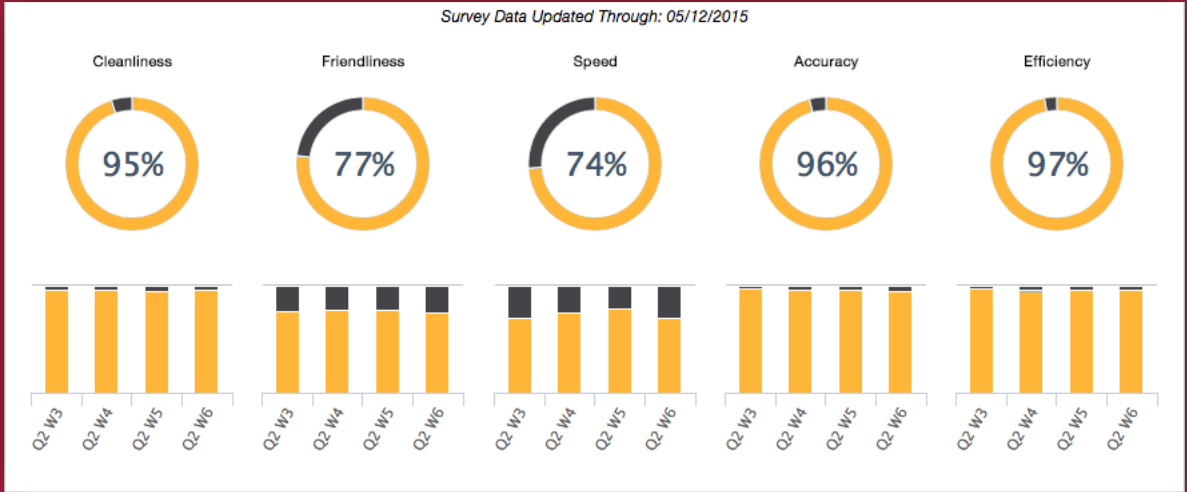
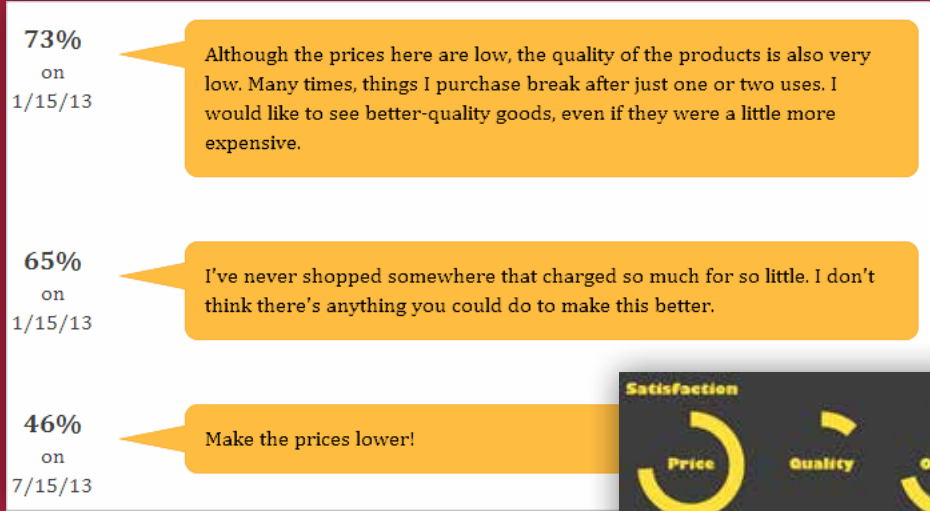
Did the cellphone have a memory card expansion slot?

☐ Yes ☐ No





# Program custom reports yourself!



# ToolZ

## Custom Reporting API

Delight your clients with truly unique reports!

Use our tag-based ToolZ API to generate completely custom reports, complete with graphs, charts and CSS visual themes.

BONUS: Design your own Dragon dashboard widgets using ToolZ!





**Upload critical data right when you need it**



## Data Imports

**No man...  
or mystery shopping system...  
is an island!**

Save time and effort by importing data from other sources:

- Survey questions
- Location data
- Manager data
- Previous shop data

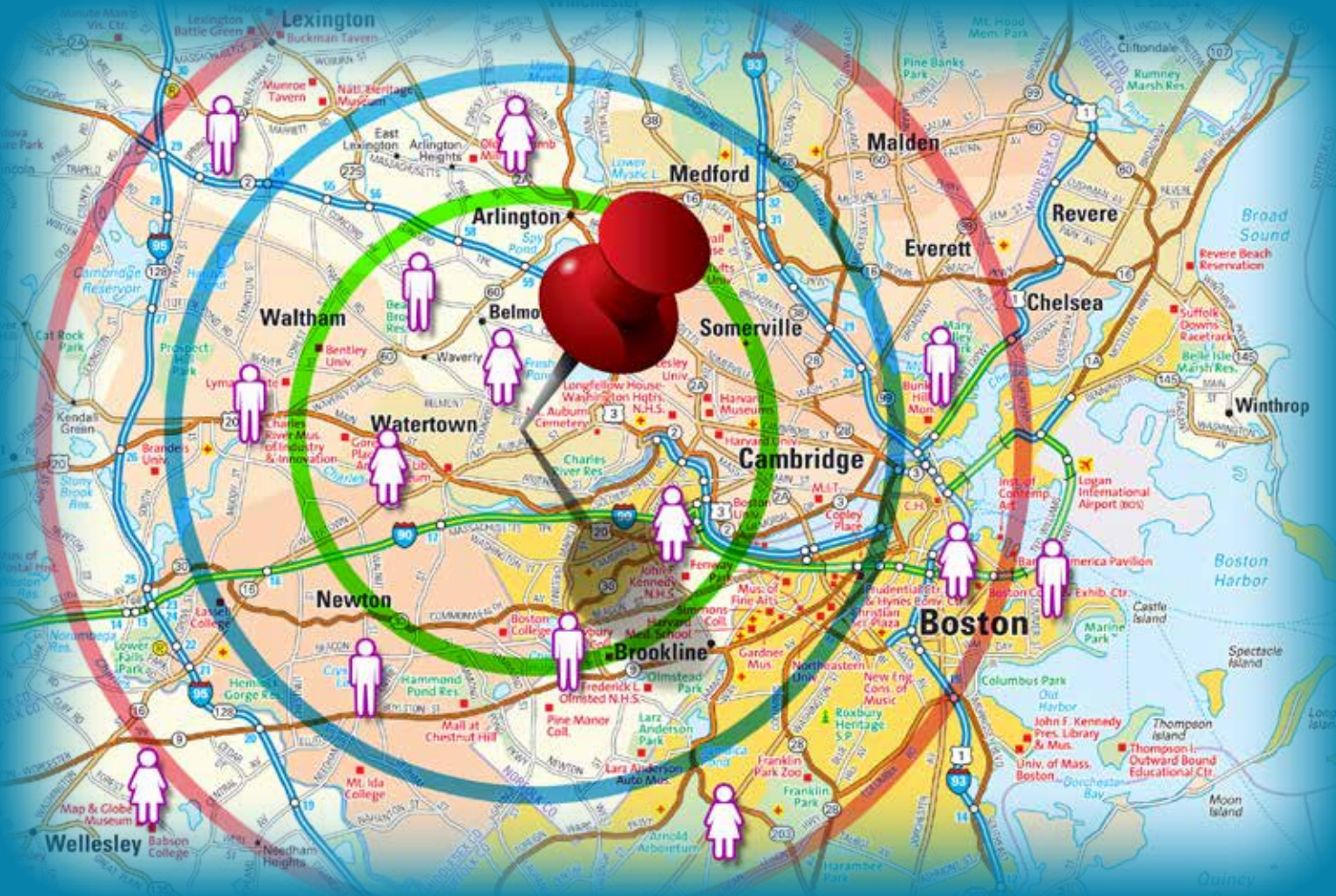
**Designed by Schedulers... Not Programmers**

## **Scheduling**

**SASSIE's AutoScheduler was designed with the guidance of the best schedulers in the business... not by programmers who assumed they knew better!**

**The result: the deepest, most effective, most battle tested autoscheduling system in the industry.**

## Fewer Clicks... More Results



### SmartMatch Autoscheduling

Intelligently contact the right number of shoppers based on population density, shopper rating and demographics

## Scheduling

- 3 million+ shoppers are SASSIE-trained — more than any other platform
- The most scheduler tools in the industry:
  - SmartMatch AutoScheduling
  - Shopper Ratings
  - Shopper Citations
  - Secret Deactivations
  - Shopper Disqualifications
  - Extended Shopper Profile
  - TestCaster Shopper Testing
  - IRS-verification of SSNs
  - IC Pro — Independent Contractor establishment
  - Shopper Oracle quoting tool
  - Shopper Pick Date
  - Qualified Self Assign
  - Distance Notification
  - GeoVerify Mobile App
  - Shop Notifier Mobile App
  - Presto Mobile Shop Map
  - JobSlinger Facebook App
  - JobSlinger ReachOut (email shoppers not in your database)



## Make your shoppers shop on a specific day

### 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				

### 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				

### 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				



## SHOPPER ROTATIONS

### Featuring "Shopper Pick Date"

Enforce complex shopper rotations:

- By shopper
- By client
- By survey
- By rotation

Show EACH shopper their eligible dates

Reduce shopper "flakes"

Re-assign shops more quickly



# Attack shopper fraud from every angle

Duplicate Shopper Search



Shopper Trapping

Photo DNA

## FRAUD BUSTERS

### Multiple points of fraud detection

#### RuleZ

Automatic impossible answer detection

#### Direct Deposit

Fraudsters hide behind Paypal; Direct Deposit flushes them out into the open

#### GeoVerify

GPS verification of shopper location & time

#### Shopper Trapping

Be warned when a bad shopper tries to sign up again

#### Profile Change Alert

Be warned when a shopper changes gender (possible, but rare) or birthdate (never possible!) on their profile

#### Duplicate Shopper Search

Find other accounts for a bad shopper by cross checking multiple data points

#### Photo DNA

Detect identical or similar Photo uploads (opimitized for receipts)



**Email your shoppers ASAP — no waiting!**

## **B.E.M.S. & SASSIE BLASTER**

### **Dedicated Email Servers**

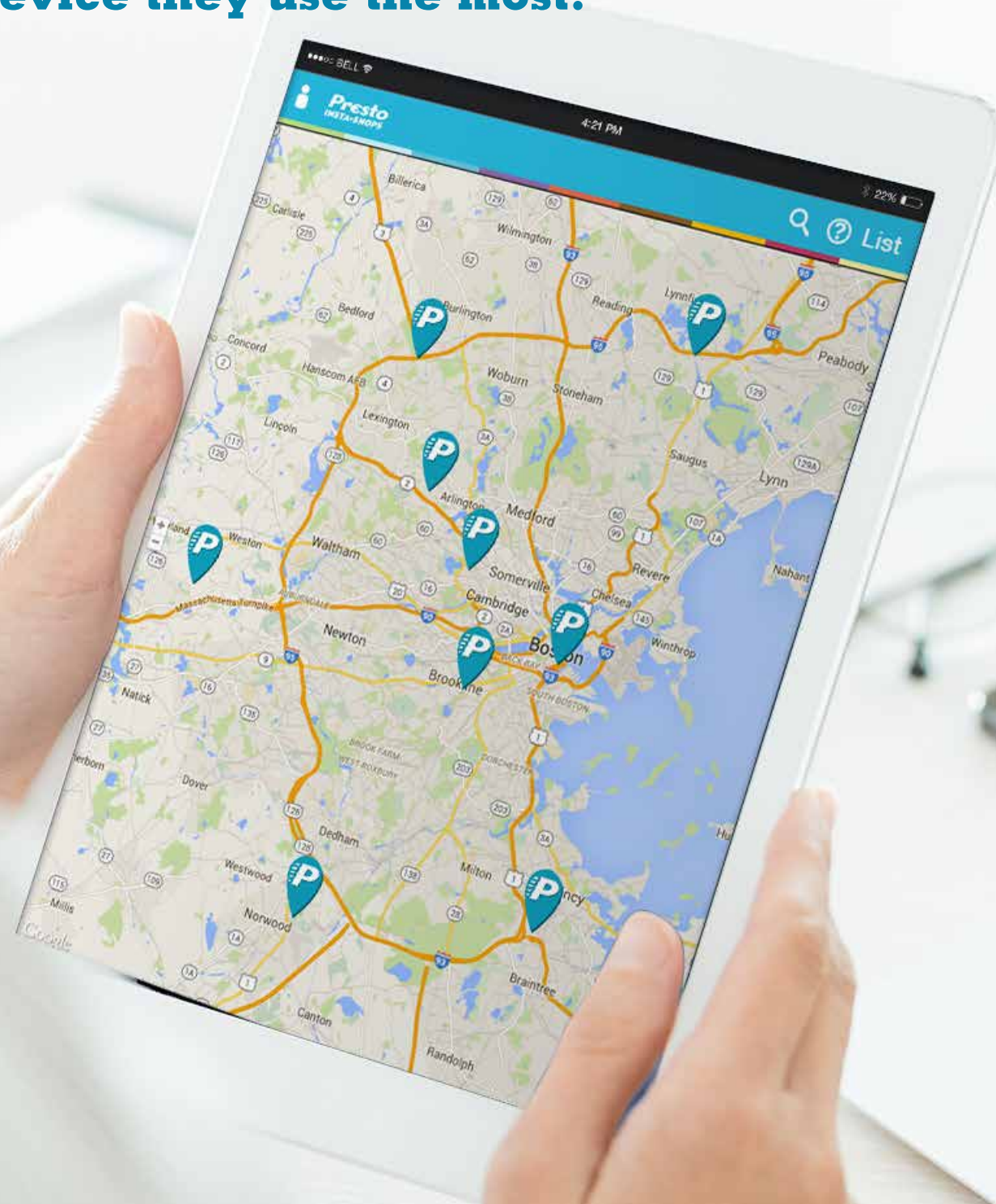
**B.E.M.S. (Bulk Emailer for Mystery Shoppers):** Up to a dozen dedicated email servers continually send your shop postings out as fast as possible — none of this “Send out a few times a day” nonsense!



**Need to go even faster? Get your own private SASSIE BLASTER email server and send your own uniquely formatted emails at blinding speed.**



**Reach the most shoppers...  
on the device they use the most!**



## **PRESTOMAP.COM**

### **Your shops on a mobile friendly map**

Your best shoppers are always on the go — let them find all of your nearby shops right from their devices.

## Verify shopper location and time via their mobile phone



## GeoVerify GPS Location and Time Verification

GeoVerify utilizes mobile phone GPS and/or cell tower triangulation to verify a shopper's location and time while their shop is being performed.



**Gather data from all directions...  
and report it in one place**

## **Data Collection**

You're being asked to do more different things than ever.

Web. Mobile. Customer Satisfaction. Audits. Mystery Shops. Exit interviews. Inventory. Staff Reviews... and on and on it goes.

So many data sources and so many data collection methods — how many systems do you need to manage it all?

SASSIE collects all of it and reports it all in one place — you're ready to handle whatever data your clients dream up next.

## Let your clients hear from actual customers



## Customer Satisfaction Surveys With ICR, ICR Deluxe and Presto

SASSIE's ICR (Interactive Computer Response) mode adds C-SAT surveys, exit interviews and electronic comment cards to your array of services.

ICR Deluxe takes things even further, with the most in-demand options:

- Custom web addresses
- Rebranding
- Verification code
- Branching & Skip Patterns
- Prizes & Incentives

## Offer Mystery Shopping and C-SAT for a combination that the typical market researchers can't beat



Mystery Shopping

C-SAT

## Mystery Shopping + C-SAT

Mystery Shopping shows if clients are reaching their company standards.

C-SAT shows if customers think those standards are good enough.

Only you can show BOTH side by side to give clients a true 360 degree view.

### Mystery Shopping

- Factual, Objective
- Experienced Evaluators who know what to look for
- Measures company standards

### C-SAT

- Emotional, Subjective
- Actual customers who know what they care about
- Measures customer opinion

## Collect feedback from customer's mobile devices



## Presto C-Sat Mobile Customer Satisfaction Surveys

Offer more than just mystery shopping!

Presto C-SAT is the easiest way to offer mobile customer satisfaction survey services.

### Features

- QR Codes
- Photos
- Electronic Signatures
- Show nearby locations (GPS)

### Uses

- Customer Service Evaluation
- Electronic Comment Cards
- Mobile Audits
- Exit Interviews
- Survey Kiosk Stands

Works with or without SASSIE!

Learn more at <http://csat.prestometrics.com>





## A new kind of mystery shop for a new kind of client



## Presto Insta-Shops

### Mystery shops done fast, mobile & affordable

Get ahead of the curve before it gets ahead of you. Presto Insta-Shops are faster, easier and more affordable than classic mystery shops.

Offer a new kind of mystery shop to a new kind of client, the kind that was too small (or too cheap) for full fledged mystery shops.

Best of all, Insta-Shops are posted alongside SASSIE mystery shops on Prestomap.com, guaranteeing maximum exposure to the biggest shopper platform in the world.

### Features

- Instant Setup — get a project up in 10 minutes
- Instant posting to PrestoMap.com
- Instant Self Assign
- We handle Shopper Payment

### Uses

- Mobile Mystery Shops
- Fast Response mystery shop followups
- Inventory, Price and Product Placement Checks
- Promotional / Advertising Execution
- Franchise or Legal Compliance

Works with or without SASSIE!

Learn more at <http://insta.prestometrics.com>





If it's on paper... It **SHOULD** be on **SASSIE**

## Field Forms

### Online & Mobile Corporate Forms

There's a hidden revenue stream in the operations side of your client's business.

Their tedious stream of paper forms and manual spreadsheets can be transformed into an automated data management system, complete with reporting.

SASSIE and Presto can easily handle a variety of field form uses:

- Site Inspections
- Inventory Tracking
- Time & Expense Reporting
- Daily Work Reports
- Project Quotes
- Staff Performance Reviews
- Employee Feedback



## Team up with other mystery shopping companies to handle the biggest clients



## Collaboration

Increase your global reach and potential client base by teaming up with other SASSIE companies.

SASSIE Collaboration handles the data exchanges between companies, sharing only what you allow.

Now you can go after global projects with the confidence that you and your consortium of partners can fill shops all over the world.

## Telling the story behind the surveys

## Reporting

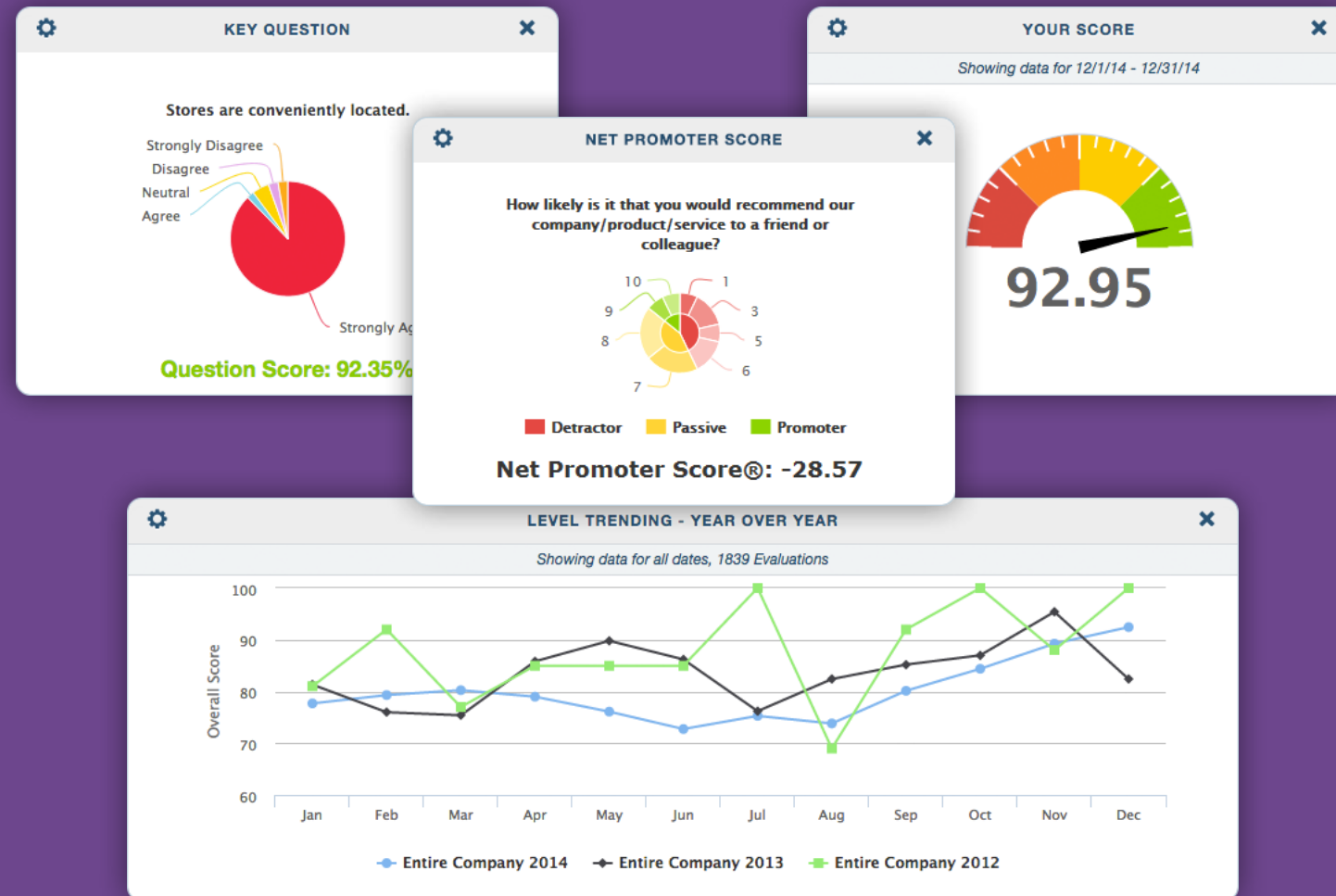
You can't drop the ball on the 1 yard line.

Reporting is where your system **MUST** score.

SASSIE's team of dashboards, analytics, popular metrics, APIs and do-it-yourself technologies ensures that you finish strong... with *style*.



**Easy to Make. Easy to Share. Easy to Get.**



**BONUS:** Build your own Dragon dashboard widgets using our ToolZ reporting API!

## Dragon Personal Dashboard System

**Dragon dashboards are:**

### + Easy to make

Each person can instantly make personal custom dashboards

### ➡ Easy to share

Any dashboard can be shared across the company in seconds

### 📅 Easy to get

Every person can have their dashboards sent to them on their personal schedule



# Show them INSIGHTS... not SURVEYS



# Chameleon Enhanced Shop Views

Make your shop views impossible to ignore with Chameleon.

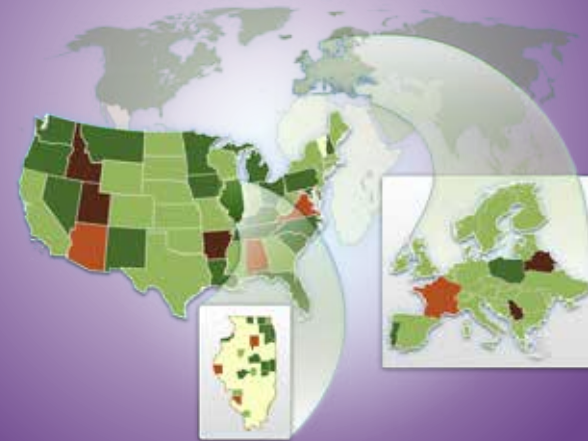
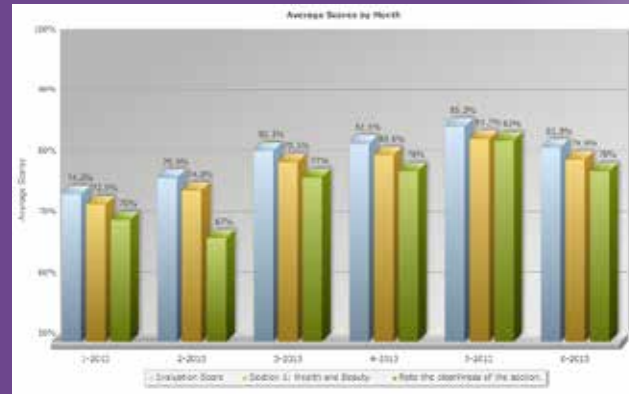
Inject immense value to every shop report by adding insightful and eye-catching widgets into each shop's header.

Select from a library of widgets that show:

- Key Performance Indicators
- Scoring Trends
- Ranking
- Organizational Info
- Input areas to collect feedback from managers



## All your classic workhorse reports!



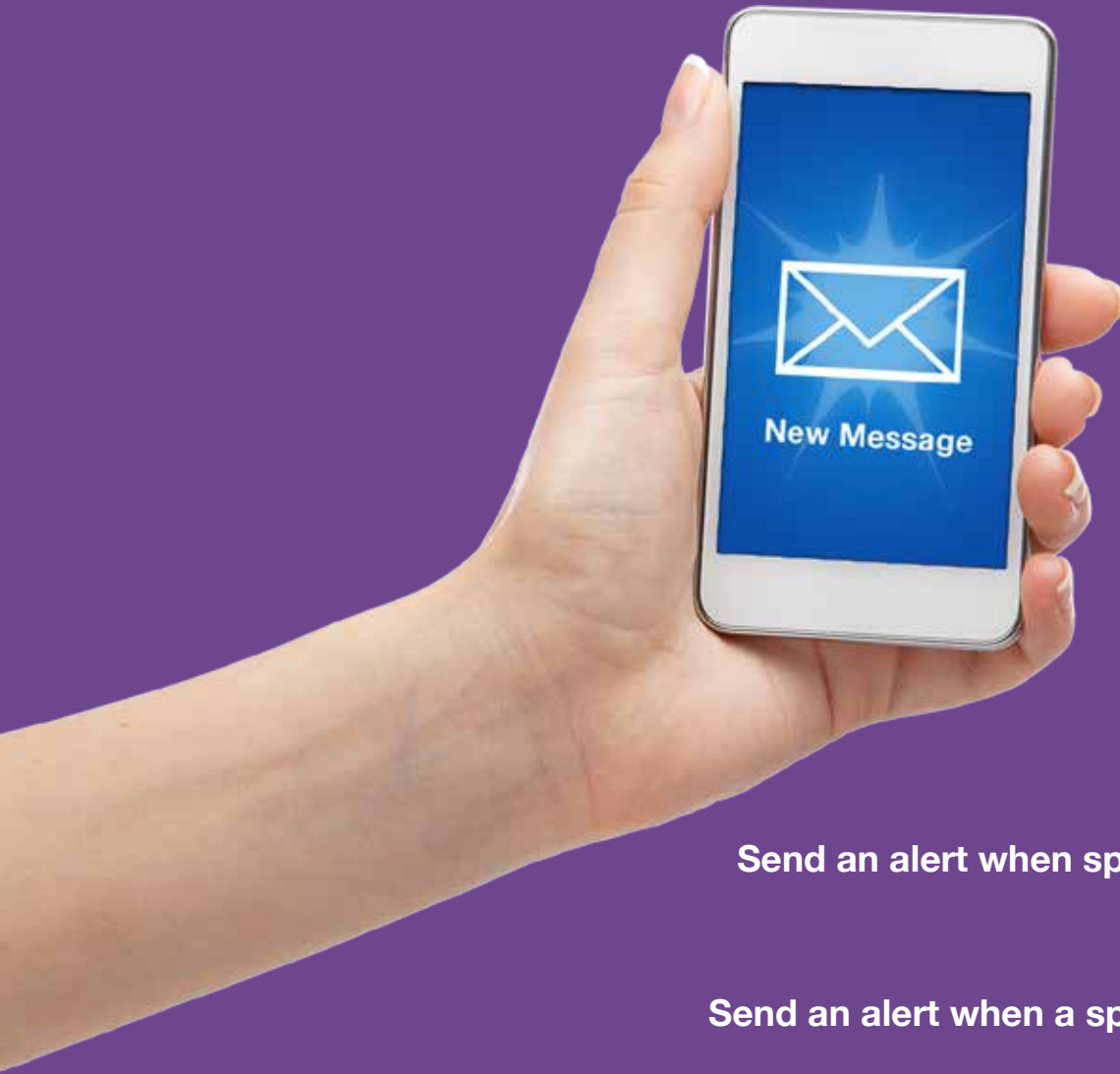
## Reporting Suite

### 20+ Summary Reports

Dashboards are great for quick, attractive overviews, but sometimes your clients need to dig deep into the data. SASSIE's suite of standard reports are ready to deliver your clients all the data they can handle!

- **Company Overview:** One consolidated view of a company's hierarchy
- **Who's Hot/Who's Not:** Show rising stars and underperformers
- **Location Wizard:** Drill through the layers of a company
- **Quick Ranking:** Compare subdivisions by overall or sectional score
- **Survey Summary:** All of the question results in one view
- **Question Correlation:** Find out which key questions are driving scores up or down
- **Cross Tab Report:** Show correlations between multiple factors
- **Answer Summary:** See (and filter) all answers to one question
- **MapTastic:** See scores displayed geographically on a map
- **Line Graph:** Show trends for overall sectional or individual question scores
- **Period Comparison:** Compare year over year results
- **Survey Trending:** See scoring trends for a survey, section, even individual questions

**If the client won't come to the reports...**  
**Make the reports come to the client**



**Answer Trigger**

Send an alert when specific answer is selected

**Score Trigger**

Send an alert when a specific score is submitted

**Manager Trigger**

Send a link shops or PDF to any manager when one of their shops is submitted

## REPORT DELIVERY

It's an age old problem: SOME clients don't look at your reports...  
and THOSE clients are the ones who go away.

SASSIE's Report Delivery options ensure that your hard earned data hits  
the right eyeballs, day after day and month after month.

**Manager Check In (via Editable Question)**

Add a survey question for managers to verify they've read their shops

**Manager Login Tracking**

See which managers are viewing their reports

**PDF Book**

Managers can get all of their shops in one PDF



## **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
- ★ 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

