



The World's Premiere
Mystery Shopping Systems since 1998





With SASSiE you get more than great software – you also gain access to our expert application support department and advice from the most experienced technical consultants in the Mystery Shopping industry.

Our Support Division is

- **Dedicated** – We have a full-time team dedicated to supporting you unlike other vendors who make support a part-time chore for programmers who would rather spend time with their code than you! Our support personnel's first priority is assisting you with your technical needs.
- **100% Jerk-free** – We strive to make your customer service experience the best it can be. You don't like working with jerks and frankly, neither do we! We screen job applicants to eliminate the obnoxious, impatient and unbearably geeky. You'll be helped by regular folks who understand that technology shouldn't be your first concern.
- **Bigger than the Average Bear** – Other vendors aren't ready for rapid expansion, and support will be the first to suffer. With a dedicated staff of Support personnel, Project Managers, a QA team and Custom Developers, we have the capacity to manage the projects your clients require from you.
- **Battle Tested** – Since 1998, we've encountered thousands of mystery shopping technology dilemmas, from the mundane to the bizarre. Whatever your current challenge is, chances are we've handled it before and we can work with you to develop a solution.



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Support Structure

- **Tier 1: Help Desk** – Our online support team handles your standard support calls.
- **Tier 2: Custom Project Managers** – When you require a special customization, our project managers will guide you through every step of the process and coordinate efforts with the programming department.
- **Tier 3: Dedicated Account Manager** – our custom-build clients receive a dedicated manager to provide individualized support and consultation.
- **Emergency** – Our emergency page service rings our Emergency Response Team, and our emergency hotline is accompanied by an answering service that rings every member of our company until a response is received.

Training Programs

- **Online Help System** – SASSiE has online help built into the application (handy for quick reference needs).
- **FREE Training** – All training in our Boston facility is provided free of charge for an unlimited number of your staff.
- **Remote Training Available** – Our trainers are available for training at your location (daily training fees and travel expenses apply).
- **Remote Form Certification Program** – If your company has a certified form creator, additional creators can be remotely certified via web conference exam.

• **CLASSIE** – SASSiE

includes free online interactive training. Help new employees get up to speed quickly, review a forgotten part of SASSiE, or preview a new solution before implementing change for a client.
<http://training.sassieshop.com>



- **Webinars** – We host free online demonstrations of new SASSiE releases with live instruction. Q&A held at the end of each demo.
- **Web Conferencing** – If your people (in several offices) need a meeting or training with our people, we have a web conferencing tool to bring us all together into one virtual room.

Additional Resources

- **SASSiE News** – Our mailing list keeps you updated on all relevant SASSiE announcements and upgrades.
- **SASSiE Central** – Our support website contains downloadable manuals, powerpoint presentations and various articles and announcements.
- **MSPA Conferences** – SASSiE is an exhibitor at all four annual MSPA conferences (North America, Europe, Asia and Shopper) and managing partner John Hsu is a frequent speaker at many of these events.
- **SASSiE Summit** – All SASSiE companies are invited to Boston for our annual conference to providing input into future SASSiE development.



Snazzy features or rock bottom pricing means nothing if your data isn't safe, recoverable and quickly accessible. SASSiE's servers are hosted externally in a world class data facility, not in some closet in the back of our office. With over 100 mystery shopping companies executing millions of shops, SASSiE servers are "Backed up, jacked up and always up"!

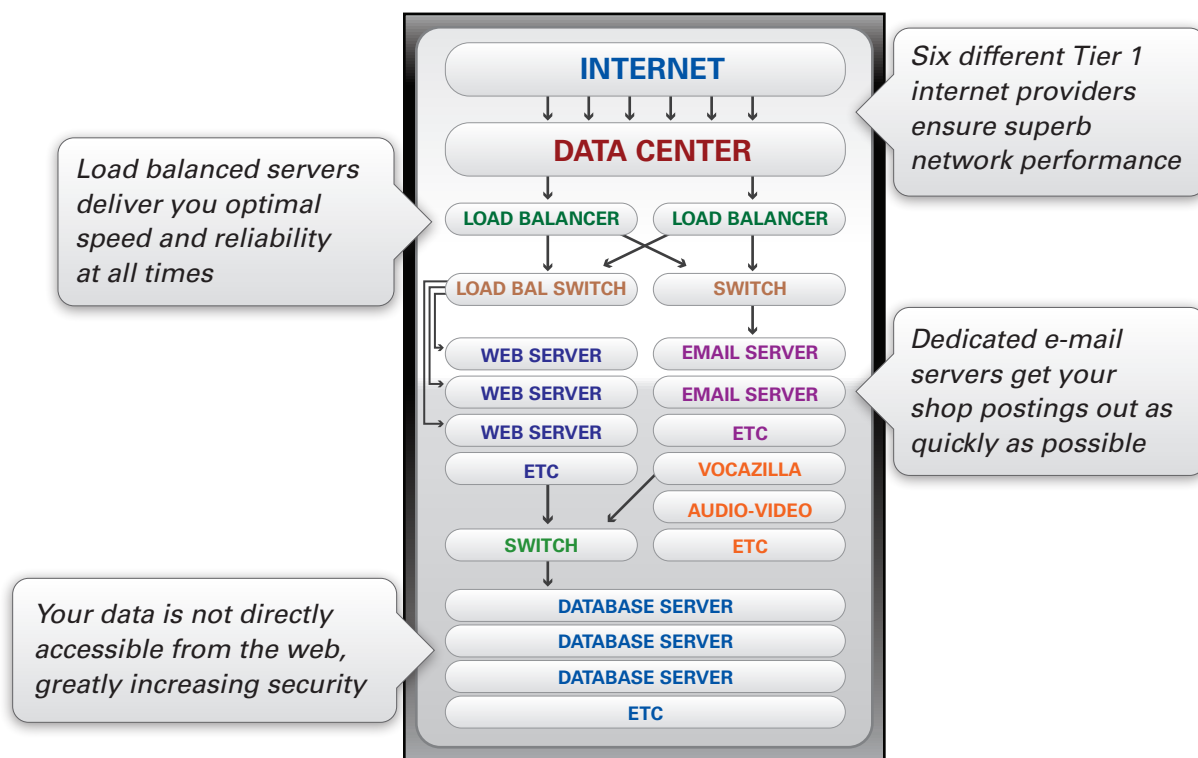
Performance

Every month, SASSiE currently receives over 50 million hits and delivers 800 gigabytes of data. Our infrastructure is designed for rapid scalability, ensuring top notch performance under the most adverse of conditions.

- **Multiple high speed internet feeds**
- **Load balanced web and database server** – premium Alteon load balancers intelligently route traffic to the most available server, vastly

increasing performance and keeping you operational through individual server failures.

- **Dedicated e-mail server farm** – Sending over 25 million e-mails a month, our e-mail servers get your shop postings to tens of thousands of shoppers in minutes.
- **99.99% uptime** – historically, SASSiE servers have "four nines" of uptime.



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Backup

Backup Levels

- **Query logging** – SASSIE logs every database transaction so we can recreate the day's activity
- **Hot replication** – transactions that modify data are executed on two database servers
- **Nightly backup** – every night a full backup is performed
- **Weekly offsite backup** – every week a full backup is stored outside of the datacenter

Security

SASSIE has a perfect security record dating back to 1998. There has been no successful theft or corruption of shop data from any attack in our history.

Software, Configuration & Security

- **Sensitive shopper data is encrypted** – a thief could literally walk home with a database server and not be able to access vital data such as social security numbers.
- **Secure Socket Layer** data transmission is encrypted on pages where sensitive data (such as Shopper Signup, Shopper Profile, Admin Login) is entered.
- **SASSIE's Database Servers** are not accessible from the Internet – only SASSIE's own web servers can read or write to your data.
- **Firewall & DOS monitoring** – our data center rigorously follows industry best practices regarding network security and Denial of Service attacks.

Physical Security & Reliability

- **Access control** – fingerprint detection and 5 stage proximity card system prevents unauthorized personnel from accessing server rooms.
- **24/7 Security** – Four guards are on duty around the clock.
- **Dual power feeds** – Power is supplied by 2 power feeds from 2 separate power plants.
- **24 hr. uninterruptible power source** – Four diesel generators can keep the data center running indefinitely in case of a catastrophic regional blackout.
- **Environmental Protections** – Redundant Liebert HVAC, VESDA Fire Detection and pre-action dry sprinkler system.
- **6 separate Tier 1 internet feeds** ensure constant internet connectivity (Cable and Wireless, Level 3, Global Crossing, Sprint, Verio, WorldCom/UUNet).
- **Multiple redundancies** at the server level so your system will keep running even if a server component fails:
 - **Dual power supplies**
 - **RAID 5 data storage** protects from hard drive failure
 - **Individual firewall security** on each server



You're outnumbered! With millions of shoppers out there and millions more on the way, our software is up to the challenge. SASSIE's unparalleled shopper management suite includes invaluable tools for shop fraud protection, intelligent shopper selection, and efficient payment.

Shop Fraud Protection

Shoppers faking shops – These are the three most dreaded words in mystery shopping. One fake shop can cost you an entire client account. SASSIE's protection systems are the best in the industry, giving you the tools to fight back:

- **SSN /Tax ID Verification** – The bulletproof identity verification we've always needed! As an IRS-registered agent, SASSIE is authorized to run a check on any SSN against the actual Internal Revenue Service database. If there's a match, you'll know that this is the name of a real person. You'll have precise control over when shoppers are required to enter SSNs and what a non-verified shopper can do in your system.

Social Security Number/Tax ID Information	
<input type="radio"/>	I will enter my U.S. Social Security Number/Tax ID and I authorize SASSIE V2 Demo to verify this information with the Internal Revenue Service.
<input type="radio"/>	This is my U.S. Social Security Number
<input type="radio"/>	This is my U.S. Tax ID Number
	New Number: <input type="text"/> Is this secure?
<input type="checkbox"/>	If your legal name is different than your account name, enter it here for verification purposes: <input type="text"/>

SSN /Tax ID Verification – You'll have precise control over when shoppers are required to enter SSNs.

- **Duplicate Search** – You've banned a shopper from your system, but are they registered with other accounts? SASSIE's duplicate search has busted some of the mystery shopping industry's most notorious scammers by crosschecking data such as IP address, passwords, zip codes, etc.
- **Shopper Trapping (Signup Alerts)** – They're banned, but what if they're creating new accounts? By setting Shopper Traps for specific signup data, you'll instantly be alerted when a suspicious shopper signs up again.
- **100 mile check** – Be notified when a shopper self-assigns a shop that is more than 100 miles from their home address.

Create Signup Trap	
Trap Name	<input type="text" value="Mickey in Mass"/>
First Name Begins With	<input type="text"/>
Last name Begins With	<input type="text"/>
Password Begins With	<input type="text" value="mickey"/>
SSN/TIN	<input type="text"/>
Last IP Address	<input type="text"/>
State/Province	<input type="text" value="US - MA"/>
<input type="button" value="Save"/> <input type="button" value="Cancel"/>	

Shopper Trapping – Instantly be alerted when a suspicious shopper signs up.

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Intellegent Shopper Selection

- **TestCaster** – How do you guarantee to your client that you'll only assign their shops to qualified shoppers? How do you keep clueless shoppers from ever getting in your database? The first testing and qualification system completely designed for mystery shopping, TestCaster, can screen shoppers for specific clients, industries, or overall suitability.
- **Shopper Citations** – Shopper Citations make it easy to reward (or punish) shoppers, going far beyond shop grading, to give you a full picture of a shopper's reliability. In seconds, your staff can create citations for a Flake, Needed Extension, Cancellation, or for coming through like a Hero.



Citation Administration	
Shopper:	#213, Shippy Testshopper (Fairfax, VA)
Creation Date:	8/19/2008
Client:	<input type="text" value="Choose Client"/>
Created By:	SurfMerchants Master
1 Type:	<input type="text" value="Flake"/>
2 Rating:	<input type="text" value="1"/>
3 <input type="checkbox"/>	Hide this citation from the shopper
<input type="checkbox"/>	Email this citation to the shopper
4	Comment: <input type="text" value="Did not perform 2/13 shop - No reply to phone call."/>
<input type="button" value="Add New"/>	

- 1 Select citation type to add to shopper's *Flake, Hero, or Cancel* counts
- 2 Influence average shopper rating
- 3 Hide/Show & E-mail citation to shopper
- 4 Make this citation count for the equivalent of multiple shops

- **ESP or Extended Shopper Profile** – By asking virtually any number of demographic questions ("Do you own a digital camera?", "How often do you fly?", "Where do you bank?") you can precisely target shop offers to the right shoppers.
- **Recruiting & Automated Signup** – Joining the SASSIE platform allows you to tap into over 1.5 million SASSIE trained shoppers worldwide who are eager to sign up to *your* SASSIE system.
- **MSPA Shopper Certification Validation** – SASSIE performs instant verification of MSPA Gold & Silver certification codes.
- **Shopper Rating** – Every shop a shopper performs can be rated by your editors, allowing schedulers to make more informed decisions on which shoppers to give assignments to in the future.
- **Bulk E-mails** – Need to e-mail every shopper within 10 miles of 90210? Or every shopper assigned a shop in that session you sent out yesterday? Our Bulk E-mailer lets you get the word out in minutes.
- **JobSlinger** – Our free online job listing service was created by the SASSIE team to help MSPs fill shops and help shoppers find shops they like.



Shopper Payment

- **Shopper Payments (Paypal & Quickbooks)** – Do your monthly shopper payments take 3 or 4 days to complete? SASSIE's integration into Paypal and QuickBooks cuts that process down to hours.



Our array of scheduling tools are the best in the Mystery Shopping industry, making SASSiE the choice for millions of shops and the busiest schedulers in the world.

Scheduling methods






SASSiE has a scheduling method for every situation.

- **Scheduler Assign** – This is the classic scheduling method where shoppers apply for shops and schedulers hand-select the best shopper. Preferred for high quality scheduling.
- **Self Assign** – This is the fastest scheduling method. The first qualified shopper immediately receives the shop and no scheduler is needed. Preferred for easier shops.
- **Qualified Self Assign** – This hybrid method combines the best of both scheduler and self assign methods. Shoppers who meet stricter

qualifications can self-assign, whereas other shoppers must apply and wait for a scheduler to assign them the shop.

- **ICR/Kiosk** – Interactive Computer Response shops are electronic comment cards. Your clients are given a link where their customers can log in and provide their feedback.
- **Circuit Scheduling** – Group locations together and require shoppers to accept all of them as a “circuit”.

The scheduler's assignment page displays a wealth of information to aid the selection of shoppers. Only qualified shoppers can apply, saving your schedulers time in the selection process.

Select Shopper ?					
Asgn	Name	Rtg (last)	Rcnt/ Total	Hero/ Flk/Cnl	More Info
					Q: Do you have a car?
<input type="radio"/>	Joe Badshopper	1 (2)	2/3	-/2/2	Log Prof Cit's  
					A: No, but I can take the bus.
<input type="radio"/>	Susie Awesome	8 (9)	6/35	2/-/-	Log Prof Cit's   
					A: Yes, two cars

- ▶ Click to assign shopper
- ▶ Shopper name
- ▶ Click to e-mail shopper
- ▶ Average shopper rating
- ▶ Rating of last shop

- ▶ # of recent shops
- ▶ # of total shops
- ▶ # of Hero, Flake & Cancel citations

- ▶ Shop application question
- ▶ Link to shopper's Log, Profile and Citations
- ▶ Verified MSPA certification
- ▶ SSN verification status

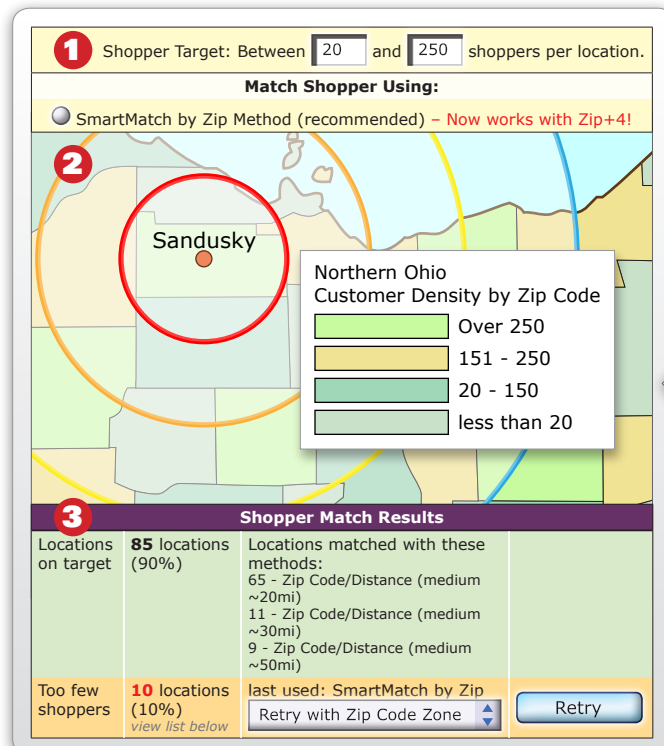
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SmartMatch by Zip

Our **SmartMatch** technology analyzes shopper population density within a zip code radius.

- **BEMS** – Our Bulk E-Mail Servers are capable of sending over two million shop postings a day. Every shop posting is immediately sent as individual e-mails to shoppers for fastest response and highest spam filter compliance.
- **Job Board** – Shoppers can search your job postings by zip code and distance. This is great for shoppers on the road or who live in multiple residences.
- **Shopper Restrictions** – You can define which shoppers are eligible for specific shops based on the following criteria:
 - Demographic information (age, gender, height, weight, income, etc.)
 - Extended Shopper Profile Information
 - TestCaster Qualifications
 - Social Security Number Verification
 - Shopper Rating
 - Lockout Period
 - Paypal Use
- **E-mail Reminder** – Shoppers assigned to incomplete shops that are 1 or 3 days from their due dates are automatically e-mailed a reminder.
- **Shopper Confirmation** – Shoppers assigned shops must verify that they have received the assignment e-mail – excellent for identifying shoppers who didn't read or receive the e-mail.



SmartMatch by Zip

1 Set the target number of shoppers you need for each location.

Analysis

2 SmartMatch analyzes shopper density and keeps adjusting search radius from 10, 20, 30, up to 100 miles to find your target number of shoppers for each location.

The SmartMatch method crosses zip, area code and state borders.

Results

3 SmartMatch warns you in advance which locations will be hard to assign, based on your shopper database.



Why do the fastest growing mystery shopping companies use SASSiE? With our software, these companies can handle exponentially more shops with the same amount of staff. SASSiE's automation results in huge gains in efficiency and accuracy, and that adds up to the largest ROI in the business.

Diagnostic Tools

- **Status Viewer** – By adding shop statuses into meaningful groups (Scheduling, Reviewing and Billable, for example), you can generate custom shop counts and measure your company's performance in various areas.
- **Turnaround Report** – Where are the bottlenecks in your process? Which clients' shops take up the most time? The Turnaround Report is an invaluable workflow analysis tool.
- **Reviewer Tracking** – Which editors take too much (or too little) time to proofread their shops? What's the average review time for each client? Reviewer Tracking instantly answers those questions.

Turnaround Report Widgets Unlimited	
RANGE	Due Date from 1/1/2009 to 12/31/2009
FROM	Shop Posted
TO	Finalized
Widgets Unlimited (437 shops)	(Days : Hours : Minutes)
Main (10,997)	23:03:58
Purchase (4,376)	10:16:29
Return (2,012)	06:13:59
Audit (1,000)	07:21:13
Special Shops (69)	13:02:41
Export to Excel	

Turnaround Report – See average time it take to go from one status to another (in this example, from Shop Posting to Finalized status)

Status Viewer – At a glance, view the shop counts for your projects (or your entire company)

MASTER GROUPS					
Chart	Client: Survey	BILLING	SCHEDULING	REVIEWING	Total
		-Collaboration -Hold B -Finalized -Emailed -Client Finalized -Locked	-Open -Created -New -Incomplete	-Completed -Excluded -Hold A -Reviewed	
	Widgets Unlimited: Main	697	352	412	1,461
	Widgets Unlimited: Purchase	369	219	304	892
	Totals:	1,066	571	716	2,353

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Shopper Functions

- **Payment** – Reduce your shopper payment time down to hours
- **Bulk E-mailing** – Reach any subset of shoppers in minutes
- **TestCaster** – Qualify your shoppers efficiently with bulk testing tools

Reviewing

Proofreading is one of the most time consuming of all tasks. Give your editors these vital time-saving tools:

- **Answer Auto-Validation & Question Visibility** – SASSIE's forms have built-in answer validation and precise control over the visibility of questions to give your editors the cleanest pre-screened shops possible.
- **Instant Feedback** – Automatically e-mail shopper feedback and ratings on their shops.
- **Dump and Clone** – With two clicks, exclude a bad shop and create an instant replacement shop.
- **Comment Library** – Build a collection of frequently used comments ("Needs more detail in narrative", "Thanks for the good shop!", etc.) that your editors can insert into shopper feedback with a single click.
- **SpellZilla** – SASSIE's custom built spell-checker allows editors to spell check an entire shop in one step. Personal libraries, search and replace, and foreign languages are all included!



AutoScheduling

Give your schedulers these easy-to-use tools to get the right shops to the right shoppers the FIRST time:

- Need to fill a lot of shops quickly, but need to maintain shopper quality? Use Qualified Self Assign to allow shoppers with documented qualities to assign themselves to a shop; shoppers that don't will apply as usual and wait to be assigned.
- Need shoppers to do digital camera shops? Offer shops ONLY to shoppers who have cameras listed in their Extended Shopper Profile.
- Have one location that's hard to fill? Group that tough location with 3 desirable locations and use "Circuit Scheduling" to require shoppers to apply to all 4 shops.
- See the Scheduling page for more scheduling features!
- **JobSlinger** – Our free online job listing service was created by the SASSIE team to help MSPs fill shops and help shoppers find shops they like.
- **VocaZilla** – Allows shoppers to auto-record phone calls without needing to manually upload any audio files.





Survey flexibility is one area that can't be compromised in mystery shopping. With SASSIE you can create surveys yourself that look great, can be easily edited and are ready to go as soon as you're done. This enables your client to get accurate and meaningful data quickly. SASSIE's survey engine has handled the most difficult and complex client requests in the industry and continues to evolve every year.

Survey Design Options

- **Form Creation Tools** – creating powerful forms is fast and easy using SASSIE's online form designer. These advanced question types are included in our collection of questions you can design with:
 - Picture upload
 - Audio upload
 - Phone recording
 - HTML link
- **Conditional Questions** – you can designate Master questions whose answer determines which Slave questions need to be answered.

Intelligent Form Technology

- **Smart Forms** – create a survey that is 'location aware' – the survey will display different questions automatically based on the location being shopped.
- **Form Versioning** – if your client makes a change to a question while the shop is in progress, the form can keep track of which questions were used when because it's 'date aware'.
- **Question Visibility** – When your survey is 'user aware' it knows who's looking at it! In our example, only shoppers will see Shopper Instructions and upper level management can see how the shopper answered the Secret Question.

LOCATION AWARE

This survey changes based on which location is being shopped.

Loc with Bar, but no Valet

General Questions

Bar Questions

Loc with Valet, but no Bar

General Questions

Valet Parking Questions

DATE AWARE

After the first month the client asked that one question be deleted and two new questions added.

Survey in January

General Questions

January Question

Survey in February

General Questions

February Questions

USER AWARE

Different users, depending on their roles, can see different elements of the survey.

Shopper View

General Questions

Shopper Instructions

Secret Questions

Regular Client View

General Questions

Client Master View

General Questions

Secret Questions

Admin View

General Questions

Shopper Instructions

Editing Instructions

Secret Questions

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Intelligent Form Technology continued

- **Grids** – SASSIE's grid feature makes forms compact, that are shopper and editor friendly.
- **Multi-Lingual** – Our forms can auto-switch languages based on the shopper's saved preference.
- **Paging** – Break long forms up across multiple pages.

Grids				
	In Stock?	Price	Quant	
CrunchTime	<input type="radio"/> Y <input type="radio"/> N	\$ <input type="text"/>	<input type="text"/>	
Sugar City	<input type="radio"/> Y <input type="radio"/> N	\$ <input type="text"/>	<input type="text"/>	
Frosty Marsh	<input type="radio"/> Y <input type="radio"/> N	\$ <input type="text"/>	<input type="text"/>	
Hyper O's	<input type="radio"/> Y <input type="radio"/> N	\$ <input type="text"/>	<input type="text"/>	

Survey Options

There are a variety of ways you can get your client's survey to your shoppers:

- IVR
- ICR/Kiosk
- PDA
- Laptop (STRIDER laptop)
- Web
- VocaZilla



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✓ pg 1: General Next Save Submit

pg 2: Additional training

pg 3: Comments

Paging — Multi-page forms make long surveys easier to navigate and complete for shoppers

SASSIE offers 5 options for capturing surveys:



Read what our customers say about SASSIE™

"I have had experience in building a web-based software platform for mystery shopping and managed our internal system for five years. My ultimate goal in looking for an external software development company was to free up my time so I could better manage and build my business... I have been very pleased with the software and find it powerful and reliable."

— *Kelly Kasper, Service Check*

"These people are like the Google or Apple of the mystery shopping software industry —they're constantly innovating and pushing the envelope. I don't think anyone will ever catch up to them."

— *Tom Mills, Service Sleuth*

"How does SurfMerchants and the SASSIE team affect my business? I feel like they are my partners and that I could not do it without them!"

— *Marci Bikshorn, Service Excellence Group*

"SASSIE is an easy to use, powerful system that is flexible enough for large and small clients. But most importantly, their service team is first rate, and works with us like a true partner."

— *Mike Green, Customer Impact*

"One of the biggest reasons I stay with SASSIE is that you're well established in the industry and will be around for a very long time..."

— *Lorri Kern, KSS Inc.*

"Our business could not have grown as fast or be as streamlined as it is without the power of SASSIE. SASSIE allows us to concentrate on obtaining new business while it effectively automates many facets of current business. There is no doubt in my mind that the entire Mystery Shopping industry has benefited from the SASSIE system."

— *John Saccheri, Mystique Shopper, LLC*

