



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

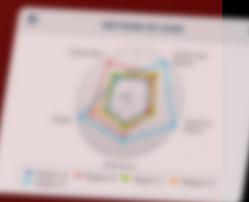
➡ EASY TO SHARE

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

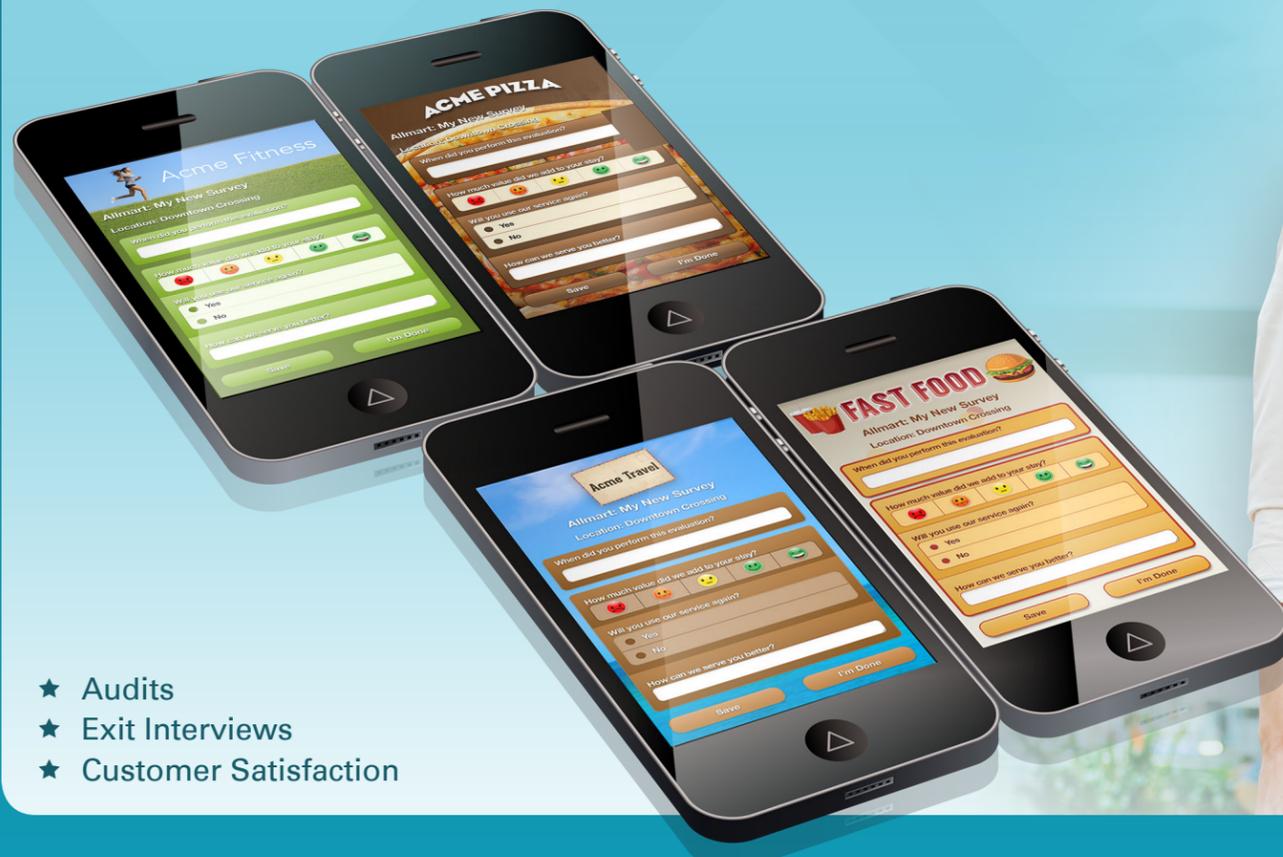
FAST EASY MOBILE SURVEYS

MOBILE SURVEYS UP IN 10 MINUTES

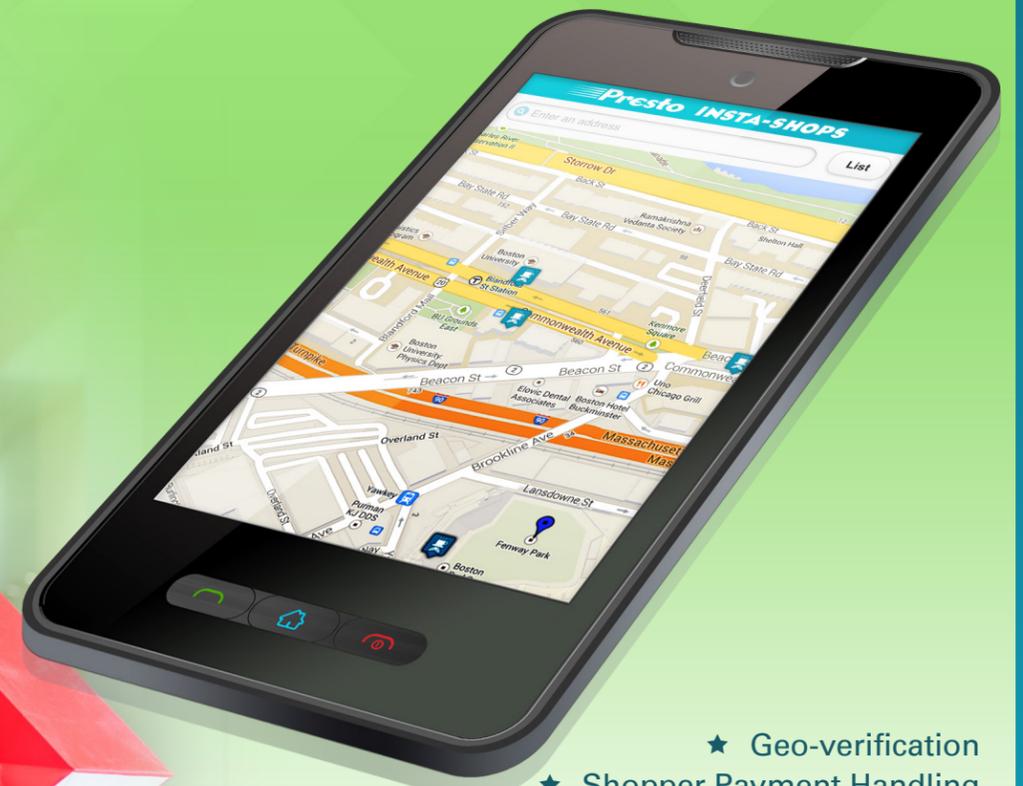
INSTA-SHOPS

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



ACME MOTORS



QUESTION	SCORE	ANSWER
GENERAL SHOP INFORMATION		
Date shop performed:		12/15/2009 mm/dd/yyyy
Day shop was performed:		Sunday
Total number of associates		8
Total number of customers		26
HEALTH AND BEAUTY 100% (20/20)		
Were you greeted by an associate within 40 seconds of entering the Health and Beauty area?	1/1	Yes
Did an associate ask you if you wanted to try a free beauty sample?	3/3	Yes
If not, after approaching the associate for one, did they encourage you to try products?	0/0	
After asking the associate for assistance in locating a product, did the associate suggest similar or related products?	1/1	Yes
Did the associate offer to ring up any item that you requested?	1/1	Yes
If shopping on a weekend, was the "Buy One, Get One free" sign on display?	3/3	Yes
Would you recommend this location to others for Health and Beauty products?	1/1	Yes
ELECTRONICS 100% (29/29)		
Was there a electronics department representative present when you entered the designated area?	3/3	Yes
Did the associate greet you when you entered the section?	1/1	Yes
How long did it take for an associate to arrive?	0/0	
Did the associate direct you to the appropriate display?	1/1	Yes
Did the associate ask you questions to determine your needs?	1/1	Yes
Did the associate recommend a specific device?	1/1	Yes



QUESTION	SCORE	ANSWER
GENERAL SHOP INFORMATION		
Date shop performed:		12/15/2009 mm/dd/yyyy
Day shop was performed:		Sunday
Total number of associates		8
Total number of customers		26
HEALTH AND BEAUTY 100% (20/20)		
Were you greeted by an associate within 40 seconds of entering the Health and Beauty area?	1/1	Yes
Did an associate ask you if you wanted to try a free beauty sample?	3/3	Yes
If not, after approaching the associate for one, did they encourage you to try products?	0/0	
After asking the associate for assistance in locating a product, did the associate suggest similar or related products?	1/1	Yes
Did the associate offer to ring up any item that you requested?	1/1	Yes
If shopping on a weekend, was the "Buy One, Get One free" sign on display?	3/3	Yes
Would you recommend this location to others for Health and Beauty products?	1/1	Yes
ELECTRONICS 100% (29/29)		
Was there a electronics department representative present when you entered the designated area?	3/3	Yes
Did the associate greet you when you entered the section?	1/1	Yes
How long did it take for an associate to arrive?	0/0	
Did the associate direct you to the appropriate display?	1/1	Yes
Did the associate ask you questions to determine your needs?	1/1	Yes
Did the associate recommend a specific device?	1/1	Yes
Would you recommend this location to others for Health and Beauty products?	1/1	Yes
Rate the cleanliness of the section.	10/10	Great

DRAG & DROP SHOP VIEWS

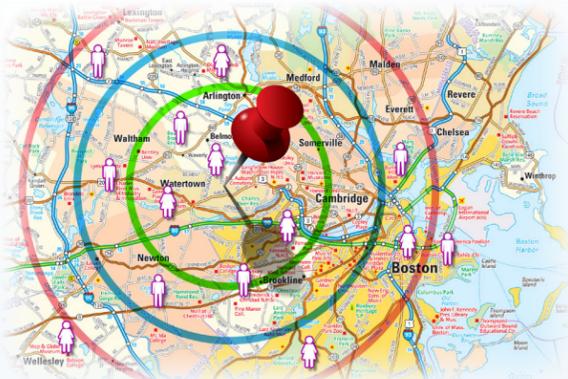
DRAG & DROP DASHBOARDS

THE MOST SUCCESSFUL SCHEDULING SYSTEM IN THE INDUSTRY

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?

SASSIE VS. THE COMPETITION: A SCHEDULER'S POV

- Ease of use:** "SASSIE is the easiest of all the systems. Other systems need two tabs, 5 clicks and session builders to do the same as a two-click operation in SASSIE."
- Efficiency:** "SASSIE's visibility controls let schedulers, editors and managers work together though the system instead of endless back and forth calls and emails."
- Shopper Citations:** "Our schedulers have huge leverage to get shoppers to not flake on a shop because Citations visibly change the shopper's rating. No other system has this."

AUTOMATED SCHEDULING

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				

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				

FRAUD IS WAR. GET ARMED UP.

AUTO-DETECT BAD RECEIPTS WITH



**FRAUD ALERT:
95% MATCH**

VERIFY SHOPPER TIME & LOCATION WITH



CATCH CONTRADICTORY & IMPOSSIBLE ANSWERS WITH RULZE

**FRAUD ALERT:
CONTRADICTORY 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 ▼



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*

