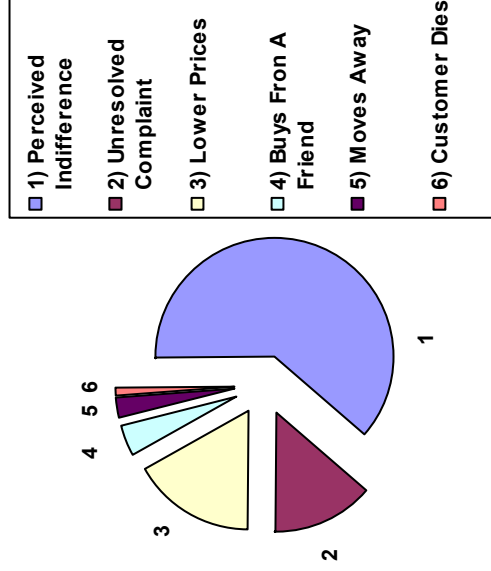


Examine Your Retail Store

You may think you know your customer and that they will tell you if a problem exists, but statistics show differently.

The ABSDA Mystery Shopper program can provide an excellent management tool.

Main Reasons Why Customers No Longer Shop At Your Store



- 1) Would I return if I was a customer?
- 2) Would I tell others about your service?
- 3) Would I walk away feeling it was a pleasure doing business with your company?

The Program

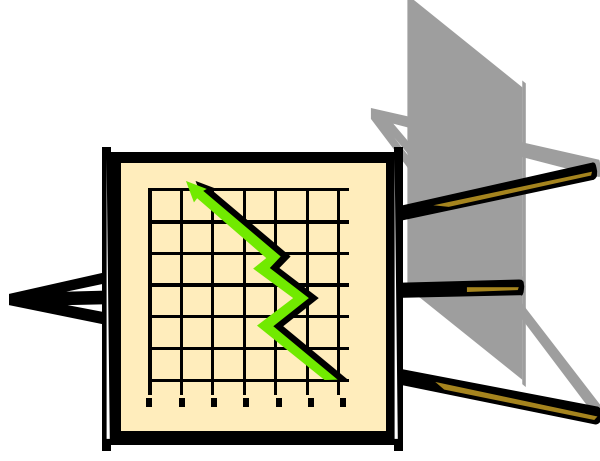
The Mystery Shopper program will provide the following:

- 1) An objective view of your business.
- 2) A detailed report card.
- 3) An opportunity to focus on your training.



Audit Report

- 1) Exterior Appearance
- 2) Interior Appearance
- 3) Customer Service
- 4) Cashier Service
- 5) WOW Factor
- 6) Recognition



Other Benefits

- Your staff expectations of being “Shopped” will increase their productivity because they will be on their toes.
- Third party assessment will reinforce your sales policy.
- Increased customer satisfaction and loyalty will ultimately improve profits.

How can I sign on?

- Cost per shop will be **\$65** plus HST (invoiced to member following written report).
- Contact the ABSDA office (1-800-561-7114) or fax this registration form.
- A mystery shopper will be assigned for the visit at the earliest possible time period.
- Complete confidentiality by providing password and username on your email address where applicable.

Registration Form

Company Name: _____

Address: _____

City: _____

Province: _____

Postal Code: _____

Phone: _____

Fax: _____

Email: _____

Company Contact: _____

Help the shopper customize the shop for your store. Please indicate your top four departments.

1. _____

2. _____

3. _____

4. _____

\$65 plus HST per store visit

Charge my Visa # _____

Please invoice me

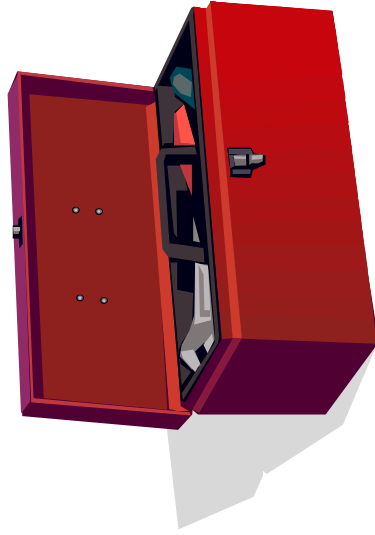
Expiry: _____



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 Dieppe, NB E1A 8H3
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 Toll Free: 1-800-561-7114
 Fax: (506) 859-0064
 Email: absda@nbnet.nb.ca
 Web Site: www.absda.ca

Mystery Shopper Program

Visit carried out by:



Provides the tools you need to increase customer satisfaction, loyalty, and improve profits

