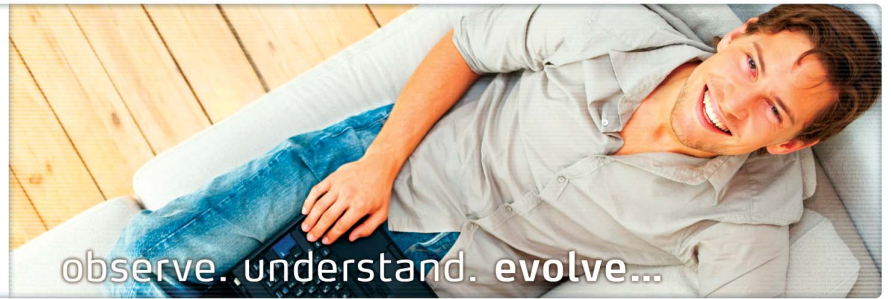




AUSTRALIAN QUALITY MONITORING



Step one to qualify as a Mystery Shopper with AQM – understanding the requirements.

Thank you for your interest in becoming a Mystery Shopper. Applications are currently only available for Australian and New Zealand nationals or permanent residents.

Before you are eligible to become a part of our Shopper Team, you firstly need to read through 3 sets of information as Step 1 of the Registration process. You'll then need to go back online to Step 2 to answer multiple choice questions based on the information you have just read here in Step 1.

AQM Reading, #1 of 3

Qualities of a Good Mystery Shopper

1. Anonymity:

A good mystery shopper is always anonymous.

2. Reliability:

A mystery shopper who does not reliably complete assignments is of no value to our company and will quickly be eliminated from our shopper pool.

Of course, we realise that occasionally a situation arises that prevents a shopper from completing an assignment they have agreed to take.

Reliable shoppers contact us immediately to inform us of the situation.

Reliable shoppers submit their reports on the same day that the contact has been made.

3. Accuracy:

Forms must be completed in detail.

Areas cannot be left blank.

Questions cannot be overlooked.

You must read all the instructions and helpful tips given to you to ensure you fully understand what is expected of you and what we require on your feedback sheet.

Your written observations must agree with the way you scored questions.

If we have to contact you to ask for missing information or clarify what you have submitted, your payment may be reduced and your status as a shopper could be jeopardised.

4. Review:

After you submit your shopping questionnaire it is reviewed by a Project Manager, who checks it for completeness, detail, accuracy and to be certain that it meets the high standards of Australian Quality Monitoring.

Other Considerations:

You must be at least 18 to complete an assignment.

You cannot participate in a project where you or any member of your household is employed by the end user client or associated entity.

You cannot participate in a project if your household or mobile phone number is listed on the National **DO NOT CALL REGISTER**.

Names are very important:

Your report loses all of its value if we are unable to identify who the feedback relates to.

If for some reason the operator does not say their name at call commencement or if you have missed it, it is important to rectify this by asking for it before the conversation comes to a close.

Payment will come to you in the form of a Direct Deposit into your nominated account at the end of the assignment once payment has been received by us from the company the project was conducted for.

We ask for your patience in this process as we are unable to pay you until we ourselves have been paid.

Follow the specific instructions and complete all sections of the questionnaire in full, which includes taking care when writing the comments.

Try not to abbreviate your sentences, eg: "Went through product info," instead should be: "The rep went through the product information."

For most assignments you will be requested to write a detailed paragraph about your experience:

These are very important to the client.

When making written comments, the comments must agree with your scoring.

When you score something as "no," be sure to comment on why you scored it that way.

Report your detailed factual observations and personal reactions, not what you feel others might think.

Frame your comments as "I felt..." or "I observed..." rather than "They should..." or "customers like..."

You must not mention the rep's name in your written comments; these comments are often used for training exercises and must make no mention of which rep the comments relate to.

Use as many "actuals" and "specific" information that has been given to you, almost as if you are relaying the call back to us, eg: if rep mentions a price, we need to know what price was given.

If an assignment is assigned at a particular date and time it is for a variety of different reasons, such as, spreading out feedback evenly over the time period, aiming to speak with a specific person who may be working on that day or trying to assess how CSRs react to busy/slow periods.

If you find you can't do an assignment and you've already agreed to – please let us know at least 24 hours before so we can re-allocate the assignment.

Please keep your personal details supplied to us updated. This can be done via email or via telephone.

None of your details will be made available to anyone outside of Australian Quality Monitoring without your express permission.

Please read **ALL** emails and assignment details carefully, as they will always provide important information regarding the project and the client.

To participate in any Mystery Shopping assignments you will need a computer with access to the Internet as well as having EXCEL Spread Sheet software to be able to view the Project rosters.

Guidelines for Conducting AQM Projects

1. Review the assignment details prior to accepting the assignment and again before undertaking the assignment:

Pay careful attention to your requirements, for example:-

When to complete an assignment,

What is required of you, and

Who the company is.

2. Keep Records:

Keep a record of the calls that you make (we find a notebook for taking notes and dedicated solely for the use of work is a good way to do it). Aside from helping to jog your memory when filling out the online feedback sheet, the notes also give you a backup reference in case you need to check details at a later date.

3. Complete assignments only on the assigned day and at the exact time noted on the project notes (if applicable):

Contact Australian Quality Monitoring if there is any issue with completing the assignment after acceptance.

We require a minimum 24 hours notice to arrange alternative shoppers.

4. Purchase the goods or services as per the assignment requirements:

Should it be required, the assignment details will specify what you are to purchase as part of the assignment.

In most cases these items must be returned and we will arrange a refund for this service.

Important: You will never be left "out of pocket" for items purchased through an assignment with us that was agreed upon.

5. Note times:

Ensure that you have noted the exact time you began and ended the assignment.

Do not use approximates – record the **ACTUAL TIME** if required to do so.

6. Difficulties within a call:

If there are problems with a person or process encountered during the call please contact us immediately.

AQM are then able to advise the client immediately for them to do something about it, rather than when it is too late and further damage has been done by an agent who is not working according to the company's expectation or if a problem has become apparent.

7. Pay attention to the conversation:

Listen carefully to the information being offered to you. Make careful notes throughout the call to help jog your memory when filling out the feedback sheet.

You must **NEVER** type notes or be typing whilst making the call. This can be a clear giveaway that you are filling out a sheet on them and you must be concentrating on what is being said rather than trying to mark them as they say it.

8. Comments:

Please keep comments of a personal or colloquial nature (eg. This rep was "Tops") out of the assignment (positive or negative) and **ONLY** comment as to specific issues relating to this experience.

9. Confidentiality:

As per the terms of becoming a mystery shopper, confidentiality is critical. Under **NO** circumstance are you to reveal your identity as a Mystery Shopper.

10. Complete the assignment:

Australian Quality Monitoring requires assignments to be submitted **WITHIN** 24 Hours. We recommend that you enter all details online immediately after conducting the assignment. Alternatively, write all responses on the questionnaire you have printed and then enter the information as soon as possible within the 24 hour time period.

AQM Reading, #3 of 3

Frequently Asked Questions

Who are we?

Australian Quality Monitoring (AQM) is an independent Australian organisation who provide a range of quality monitoring and improvement services to clients in a number of different industries such as travel, tourism, finance, government, direct marketing and education.

What do we do?

We work on behalf of our clients to report back on the efficiency and effectiveness of their inbound and outbound telephony operators and services.

We assess what areas they wish us to concentrate on and then employ teams to assist us in contacting the client site to simulate a scenario reflecting the way a normal customer would do either via inbound calls, outbound calls or email enquiries.

From these exercises we are able to provide feedback to our client in order for them to grow their business or improve their service.

How do we do it?

Our workforce lets us create a team of people who best match the types of customers our clients normally speak to.

Our Shopper Project Team come from all walks of life and all areas and are able to commit varying amounts of time to projects.

By having access to different people willing to make calls on our behalf (and also earning money in the process!) we are able to assemble teams with relatively short notice.

This also allows AQM flexibility to best match what the client is looking to achieve and also allows you a flexible working schedule.

How often will I be involved?

There are 2 main factors here,

- 1) You only need to get involved if you have the time or want to do the work – if you are not available to work when we advise of new opportunities – no worries, perhaps next time. Alternatively we find that some people find that the work fits in well with their other commitments and request additional work. Whenever possible (and if the work is available) we are happy to help.
- 2) The amount of work we get from our clients affects this also - we are of course reliant on our clients for our workload. This can and does vary enormously and will affect the number of callers we need and how often you may be contacted.

How much will I get paid?

The amount will probably vary from each project you are involved in. Some clients pay by the hour, some by the call. Some projects involve minimum work and some rather more – these factors will also determine the rate of pay.

As a guideline we would say the amount may range from \$12 – \$25 per call scenario.

As you are important to us and as we wish to build up a reliable and motivated team we are careful to make sure that you are well rewarded for your efforts – that way you'll work with us again!

What do I have to do?

This will vary again on the requirements of our clients but below is a typical scenario of how a project starts and your involvement.

- 1) AQM management sign a deal with a client.
- 2) The client needs a number of calls made to a specific location(s).
- 3) AQM puts together a list of what the client is interested in monitoring e.g. How long did it take for the phone to be answered?
- 4) We contact our Shopper Team to see if you are available and want to get involved. If you are to be included in the team the project information is forwarded to you with instructions on how we would like the calls handled, when to make the call(s), how much you will be paid and information on the company you will be calling.
- 5) You will be advised what information we would like you to report on when you make the call.
- 6) On completion of the call you submit the information to us via an online report which is then used for us to provide feedback to the client.

A typical client may be a company who receives calls from people to ask about their products and services. Your role may be to call the company and speak to one of their operators pretending to be a genuine customer (much the same way as you would normally do if you were making the call for your own purposes).

From the call you will be able to assess how well the person you speak to on the phone adheres to standard procedures set down by the company with the instructions and feedback sheet that we give to you.

Is it difficult work?

As it is important for us to be 100% accurate on our feedback to the client we make sure that you are very confident in what you are being asked to do. We find that most people find the work interesting and enjoyable - there is a "buzz" seeing someone doing their job well and there is an "Oh No!!!" if they're not - ultimately you are playing a key role in helping them improve their service to the public (you and I) and for those of you who have been kept waiting on the phone when trying to get through to a company or have been unimpressed by a rude customer service person on the phone you'll know what we mean!

Does this mean there may be implications to me if I give someone a bad report?

No, absolutely not! We assure complete confidentiality of our associates and their contact details. Under no circumstances will your details be given to any 3rd party in relation to a report.

What if I start a project and find that I can't make the number of calls that I said I would do, or what if I'm having problems?

This is a realistic fact of life, you can't unfortunately plan for unseen circumstances and things can happen that mean you need to concentrate your time elsewhere or things are not going to plan. You need to let us know 24 hours before you are due to make a call that you will be unable to participate, this will ensure we have enough time to organise a replacement Shopper.

How do I receive the details and how do I get them back to you?

Ideally we like to use email to transfer data between AQM and the Shopper Project Team. There are many reasons for this including

- 1) It's reliable and secure
- 2) It's cheap for you and us
- 3) It's convenient – we are not reliant on having to commit each other to times and appointments
- 4) It allows us to process your feedback into our client reports more efficiently
- 5) It allows us to do our bit for the environment by avoiding a huge pile of paper being generated and avoids the need for you to keep track of lots of paperwork.

How do I get paid?

Payment and wages will be agreed prior to you starting a project (per call usually).

Payment is made as a direct deposit transaction into an account nominated by the Shopper when we are paid by the client. The Shopper is sent an email confirming the payment date and amount when this occurs which is generally 6-8 weeks after a project is completed.

As we are reliant on the money received from our clients (this is our wages too!) rest assured we are very vigilant in getting paid as soon as possible! So it is unlikely that delays in payment will happen.

What are the tax and superannuation implications regarding payment?

AUSTRALIA

As long as your earnings are less than \$500 per calendar month we are advised that we are not liable for any tax and superannuation contributions. If it is likely that we will be paying you more than this we will discuss how best to arrange these payments. Ultimately it is best to speak with your accountant or financial advisor who will be able to advise you best dependant upon your circumstances.

NEW ZEALAND

The shoppers requiring Resident withholding tax will need to advise the inland revenue of their self employed status for the odd bit of contract work. Here is the link to process the IR3 form online: <https://www.ird.govt.nz/help/onlineforms/ir3/>

If you are a registered company you need to advise us of your GST number and you are then responsible for declaring the tax to the IRD otherwise you are taxed at the normal 20%.

Can I join AQM if I am registered on the National "Do Not Call" Register?

Unfortunately not!

The Do Not Call (DNC) Register has been set up in response to increasing community concern about the growth in unsolicited telemarketing calls.

The register is managed by the Australian Communications and Media Authority (ACMA).

There are serious penalties for businesses for breaches of the legislation including fines of up to \$1.1 million.

Following consultation with a number of our clients and having reviewed the legislation in detail AQM has determined a policy that any members of the public that wish to be involved in our Mystery Shopping projects must not have their details logged on the DNC register.

To check if your details are listed on the DNC register you can do so by going online to <https://www.donotcall.gov.au/verNumber.cfm>

or by calling **1300 792 958** (this number can also be used to remove your name from the register.)

By applying for and/or accepting a position on a Mystery Shopping project it is our understanding that you confirm that your details are not logged with the DNC register and should this situation change at any stage during a project that you will inform us of such.

That completes your reading for Step 1 of the Registration process. You'll now need to go back online to Step 2 to answer multiple choice questions based on the information you have just read here in Step 1.