



Shopper Orientation

Introduction to mystery shopping for Premier Service

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Dear Mystery Shopper,

Thank you for signing up to offer your mystery shopping services to Premier Service! It is very exciting to have you on board and we hope that you enjoy your mystery shopping experiences with us. This may be your first time mystery shopping, or you may be a seasoned pro! **Either way, it's very important to read this manual to understand the level of service we expect from you, learn how to use our online scheduling system and understand how we pay shoppers.**

After you are done, you will be ready to take a general certification which will prepare you to complete most mystery shopping missions for us. Please do keep a copy of this guide handy for future reference and let's get started!



Introduction to Premier Service

Learn what we are all about!

Since 1992, Premier Service has provided exceptional service to our clients. We like to consider ourselves a fun and lighthearted company to work and we pay you to shop! Nonetheless, mystery shopping is serious business. Our clients rely on your feedback and insight to improve their service. We rely on you to be honest, objective, and submit accurate results on time!

We offer our mystery shopping missions to the most thorough mystery shoppers. We also have elite missions offered only to those who have proven themselves to be the best of the best. Keep reading to learn how to get onto this coveted list of elite shoppers!



Secrets of mystery shopping

Tips for success as a mystery shopper

Just like anything else, mystery shopping can be confusing and challenging when you start! Therefore, we have dedicated this whole section of the guide to make it easier! Simply follow these exclusive tips shared by our top mystery shoppers and learn the secrets of completing your missions correctly every single time!

If you find that you have some to share, please email assistance@premierservice.ca and share them with us. We'd love to add to the list below!

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Be prepared

Just like anything else, a few minutes preparing yourself can make a HUGE difference during your mission. Of course, as you take more missions, you'll learn what each one requires and will get faster. However, you must always **do your homework** before you complete a mission! Once you read your mission instructions, think about what you need in place before you can successfully complete the mission. **Visualize every step and think about what you need to do to be prepared.**

There are specific preparation steps you need to take to prepare for each mission found in your mission instructions. These will be attached to the survey form you will receive.

It is critical that you follow all the instructions to ensure that you collect accurate information.

Fill out your profile and complete required certification(s)

Fill in all of your personal information in your Shopper Profile under the "More Information" tab for greater chances at being awarded higher paying and more exciting missions! Before you complete your first mission, you must complete a **general certification**. Some of our missions will have a specific quiz connected to it as well. Before you attempt a quiz, you must read all instructions and survey form. Here's a break-down of the kinds of certifications we have on our website.

*Basic Certification	Complete this as soon as you sign up – you will NOT get any missions unless this certification is done! It is based on all the information contained in this document so please read it carefully!
*Level-ups	When we have special projects, people who have completed this, they get first dibs on them. Often we have special projects that require specialized skills and dedication. If you are interested in more than an occasional mystery shopping mission, complete the level-ups!
Eligibility Assessment	Eligibility assessment helps us find mystery shopping missions that are perfect for you! Certain mystery shopping missions have special requirements. This could be as simple as being in a certain age bracket or owning a specific kind of vehicle.
Quizzes	Complete this only AFTER you have a specific mission! All quizzes must be completed after you receive a mission as you will need to read the shopper instructions before you can answer questions.

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Be observant and act natural

As a mystery shopper, you are the eyes and ears for the client and can provide them valuable feedback that no one else can! So look around and see how the people around you are interacting with each other. Keeping your eyes and ears open will allow you to add specific details to your survey form. It is important to act natural just like a regular customer! Ask the questions you need to but please do not interrogate or act too obvious. If you need to time the service, do so discreetly and never take a survey form into the location with you. You may also use your cell phone to text notes to yourself!

Be diligent and keep in touch

If there are any problems with the mission, or if you have questions, you must email schedulers@premierservice.ca immediately. Once you accept a mission, we are relying on you to follow instructions, meet all requirements, complete your mission and submit your survey on time. **If you cannot complete a mission on time, you must let us know immediately so we can reschedule it.** If you prove to be a reliable supplier, you can move to our list of elite suppliers and be given first dibs on our best missions!



Improve survey-writing skills

Improve your survey-writing skills in four simple steps!

Mystery shoppers assess and record the service they experience during a mission. So after you prepare, observe, act natural, and successfully complete your mission, you MUST be able to effectively convey what you saw and heard. The points below will help you do exactly that! While we don't expect you to write novels, we do expect that you are able to describe what happened.

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Include many specific details & examples

Your complete description of events is the only way to convey the quality of your experience.

The best way to write a descriptive survey is to **be observant, interact with the people around you, ask questions and notice EVERYTHING!** Share exactly what you said to the employee, and exactly what the employee responded. How many people were there? How the employees interact with each other and customers; these details can transform your survey!

Add descriptive and relevant details
Provide examples to support your answer

If you catch yourself writing a general statement that lacks description, ask yourself:

Why do I feel this way?

In each of the following examples, when you ask yourself WHY, you can provide a "snapshot" of your experience!

Vague Answers	ASK YOURSELF	Excellent Descriptive Answers
The receptionist was friendly and seemed happy to be there.	Why do I feel this way?	The receptionist greeted me with a smile, made eye contact and asked me how I was doing today.
The Sales Associate was extremely helpful.		The Sales Associate was extremely helpful. When the item I liked was not available in my size, he made the effort to call another store and ask if it was available there.
The clerk was rude and I did not feel like a valued customer.		When I walked in the store, the clerk looked up, noticed me but did not greet me. He then began conversing with another clerk who was working with him about what they did last night. He would not stop talking with his colleague even as I walked by him. I did not feel like a valued customer.

No judgements please!

You **MUST** not make any judgments or assumptions or comment on the ethnicity or race of a person.

Your task as a mystery shopper is to objectively assess your experience. **Please keep judgements to yourself!** If you didn't like the way someone looked or think they should all be fired, please leave that OUT of your assessment.

Surveys are professional business documents and judgements have no place there.

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Unacceptable!	Why?	Much better!
They ignored me when I walked in and I received bad service. They should be fired!	It's not the shopper's job to make recommendations of what should be done! You must simply explain what happened and let the client come to their own conclusion.	When I walked into the facility, no one greeted me for five minutes. I approached the desk and asked for assistance. The receptionist asked me to wait for an additional 15 minutes. I did not feel like a valued customer.
This store was obviously not well-run!	The shoppers makes a judgement and does not tell us why s/he feels this way	The sales associates were struggling to keep up with all the traffic in the store. The sales associate who was helping me was helping five other customers as well.

Be Consistent

Do not contradict yourself.

Sometimes an experience can be confusing. Parts of it good; parts of it, not so good! However, you must be extremely careful about not contradicting yourself. You must make sure that your answers and comments are consistent and make sense.

Statement	Contradicting statement	Say this instead!
The receptionist picked up the phone after six rings.	The receptionist was quick to pick up the phone and answered my questions.	Even though the receptionist picked up the phone after six rings, she was able to provide me quick service by answering my questions right away."

Proofread for Spelling & Grammar Errors

Proofread your work to submit an error-free mission.

Survey forms are professional documents and cannot be submitted with spelling and grammar errors. You MUST proofread your surveys carefully before submission to ensure that it is error-free.

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✓ Use terminology that is consistent with the survey form

Clients prefer that we address their employees in their terminology. This will be clear in the survey form.

For example, if you see the employees addressed as Sales Advisors, use the same term in your answers.

✓ Use professional language

You should never use slang in your survey answers. The people with whom you are shopping should be called colleagues or associates, not husbands, mothers or cousins. It is perfectly acceptable to refer to children as "my son" or "my niece".

Here are some examples of slang statements that are **UNACCEPTABLE**.

"The salesgirl was kinda rude."

"The service sucked!"

"There were three guys in the store."

✓ Spelling errors will not be tolerated!

Please remember – a mystery shopping survey is a very important business document. The credibility of your completed survey hinges on your professionalism. This document shows you how to turn on your web browser's spell check. Please be vigilant!

✓ We expect proper punctuation – this is not a text message!

Start your sentences with capital letters, and end them with periods. Do not use abbreviations.

Please write out your answers just as you would for a report at school or work.

"if u type like this, u wont b paid 4 ur survey"



System

Introduction

Learn to use our online system to adjust preferences and complete missions successfully.

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Adjust preferences & information

Our online system allows YOU to be in control of the information you share. You can customize how often you would like to receive emails and update your information as many times as you need. The information you enter is always private and never shared with anyone. You are in complete control of your information and preferences! To update your information click on "My Settings" and "Edit Profile". Your Premier Service Profile will appear in tabs shown below.



Here, you are able to add important information:

- ✓ Add/edit your PayPal email address so you can get paid
- ✓ Decide on the distance you are willing to travel to do missions
- ✓ Add important details that will allow you to get more missions!

Shoppers who have completely filled profiles are given first preference to our most popular missions!

***Please note:** You MUST enter at least ONE valid phone number to ensure that we can get in touch with you when needed.

Apply for available mission(s)

Once you have adjusted your settings, you are ready to view and apply for available missions in your area. You will be receiving an email twice a week with available missions in your area based on the radius settings you have. When you find a mission that interests you, simply follow the steps below after you log into our system to apply!

Step 1: Locate Available Mission(s) in your area

Click on "Available Missions" on the left side of your home page to see missions within your radius settings. If you don't like your current settings, you may adjust the radius directly in this view to see more or fewer available missions. You may search by city, province or postal code.

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Step 2: Check deadlines and mission requirements

We have many different clients and each client has its own unique set of requirements and deadlines. When you apply and accept a mission, you are expected to do the following:

- ✓ Check deadlines and date and time restrictions
- ✓ Read and understand mission requirements by clicking on the "i" next to the mission description on the main page.
- ✓ Watch out for special purchase requirements and age/gender specifications.

When you apply for a mission, you confirm that you have read ALL mission requirements and are able to meet them within the mission deadline.

Step 3: Apply for Mission(s)

Click the "Apply" button next to the missions you are interested in. You will be prompted to add a brief note to support your application. In some cases, you will be asked to enter the planned visit date.

***Please note:** If you are applying for multiple missions, are going out of town, or if this is your very first mission, mention this in your application and we will try to accommodate your request!

After you apply, the mission will appear in the "**Requested Missions**" tab. This means we have received your application but have not assigned it to you yet. Please do not be discouraged if you don't get missions at first. Once you have completed a few missions for us and have done a good job, you will move up the ladder and get more and more missions!

Step 4: Check the "My Missions" tab

If you are assigned a mission, it will be placed in your "My Missions" tab. You will receive an email prompting you to log in and accept your mission. The mission is now yours as long as you accept it!

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Prepare for your mission(s)

You will receive an email as soon as you are given a mission. You will also see it in the **"My Missions"** tab. After you receive a mission, follow these steps to understand all mission requirements!

Step 1: Accept mission

When you log on, you should see the mission in **"My Missions"**. Just click on the **"Accept Mission"** button and it is now yours!

Please note: If you do not accept your mission within 24 hours of assignment, it may be taken away and given to another mystery shopper. This is in place to ensure that the mission is submitted to our client on time.

If, for any reason, you are unable to complete the mission, you may decline it and explain why. Declining a mission within 24 hours of accepting it will not affect your grade negatively. However, refusing a mission after you accept it last minute will have a negative impact on your grading. So please ensure that you are able to complete the mission before you apply for it and accept it!

Step 2: Download and read instructions

All our missions have detailed instructions that help you understand mission requirements. It is imperative to read and understand instructions. For some of our missions, you must download a copy. Click on the survey and scroll down to the **"Download Instructions"** section. Here you will find the steps you need to take to prepare for your mission as well as the link to download detailed instructions. Other missions have the instructions included directly on our survey form.

Depending on the mission, you may sometimes have more than one document to read. Please read all required material carefully and direct any questions you have to schedulers@premierservice.ca.

If you have completed a mission for the same client before, you must still read through the instructions and pay special attention if there is a **"Breaking News"** section. This section will contain any recent changes made to the survey form and/or instructions.

Take a screenshot of the instructions on your smartphone for quick and easy reference when you are on the road!

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Step 3: Turn on your browser Spell Check!

A browser is simply what you use to go online! All browsers have a spell-check feature that should be turned on by default. You can test this by misspelling a word and you should see a red squiggly line appear.

If your browser is not recognizing spelling errors, please turn the spell-check on. Here's how:



Mozilla Firefox

Click Firefox → Options → Advanced → Select "Check my spelling as I type".

* Firefox will only recognize spelling errors in the language of your downloaded browser.



Google Chrome

If you are bilingual and complete surveys in both English and French, Google Chrome will work best for you.

Click the wrench on the top right of the screen.

Select "Settings" → Show advanced settings → Language and spell-checker settings → Enable spell checking.

*Google Chrome allows you to switch languages. You can only have one language enabled at a time.



Internet Explorer

Requires an Add-In that is available online as a download.

Click [here](#) to be directed to a website that will allow you to download the add-in.

Step 4: Ask for assistance if needed

If you are facing any problems or have any questions, our schedulers are always happy to help! The actual email address for each scheduler can be found right above your survey form. If in doubt, you can always email schedulers@premierservice.ca and one of our schedulers will be happy to help!





Payment Information

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Get paid for mission(s)

In order to be paid for your missions, you must understand how our payment process works. This important section, explains what you will need to know, to ensure you are paid promptly and accurately for your effort. Please read this section in its entirety. As a self-directed supplier, you must perform a few simple steps to receive your money.

Since we pay all our shoppers via PayPal, you must have a PayPal account to receive your money.

PayPal is the safest way to send money, without requiring you to provide us with any bank account information. Setting up a PayPal email account is simple and does not cost anything. If you have any questions or concerns regarding this, please read through our [PayPal FAQ](#) for assistance.

You will be paid for missions completed in a certain month on the 18th of the next month!

This gives our clients two weeks after month-end to approve your surveys.

So, if you complete your mission between the 1st and 31st of May, you will be paid for it on June 18th

Step 1: Ensure that your PayPal email address is correct

We will use the PayPal email address in your shopper profile to pay you for your mission. Please ensure that this is typed correctly in your shopper profile. If, for any reason, you need to change it, please change it before the 15th of each month. To edit your PayPal email address, go to **"My Settings"** and click on **"Edit Profile"** and **"More Information"**.

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Step 2: Check your current invoice online

On our website, go to "My Settings" and click on "Invoice History" to download a copy of the latest invoice. Please ensure that all missions you completed in PREVIOUS month are included in the invoice. Any missions you complete this month will be included in the next invoice. Please ensure that the mission fee is accurate.

If there is a discrepancy in the number of missions or the mission fee, please contact schedulers@premierservice.ca and let us know exactly what's wrong. Please include your shopper ID and let us know all the details of the discrepancy so we can fix it!

Please note: To ensure that you are paid on time, you will be receiving an email with specific instructions each month you complete missions for us.

 Thank you!

Thank you very much for taking the time to read these instructions! We hope that you found it informative and helpful. If you need to go through any of it again, please click on the links to the left to navigate the document. You may also print it out and save a copy for future reference.

Please ensure that you have read it thoroughly. Your certification will contain questions from this document.

If you have any comments or suggestions on how to make it even better, please email assistance@premierservice.ca. We would love to hear from you!