

Customer Impact Shopper Newsletter

FALL ISSUE

**SPECIAL
POINTS OF
INTEREST:**

- Learn How Your Mystery Shopping Is Making a Difference
- Solar Shopper Tell-All
- Join JobSlinger!

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You Make a Difference

During a recent interview, James Coney Island (JCI) Director of Training and Human Resources, Paul Dondlinger, expressed his appreciation for the mystery shopping industry.

There are many tools to measure customer perceptions and JCI feels mystery shopping is the best. In fact, they feel the quality of customer service provided by their employees today would not be the same without the help of you! “We get

interesting feedback and information about things we overlooked. Mystery shopping allows us to see our business through their eyes,” said Dondlinger.

For some companies, evaluations are often tied to manager bonuses. At JCI, it’s the heart of their bonus plan and gives managers a way to compete against one another.

For business looking to add mystery shopping into their customer service initiatives,

Dondlinger says, “They should give it a shot because, it would give them a lot of valuable feedback and identify areas of strength and weakness.

Overall, your evaluations are making an impact by recognizing individuals and helping improve customer service levels. We appreciate our shoppers and so do the clients! Thanks again for everything you do.

Refer New Shoppers, Get a Bonus!



We need shoppers in the following locations. If you refer a new shopper and they complete a shop, then you will receive a \$10 bonus!

- UNITED STATES:**
- Tularosa, NM
 - Ft. Stockton, TX
 - Rocksprings, TX
 - Cancun, Quintana Roo, Mexico
 - Window Rock, AZ
 - Aransas Pass, TX
 - Hebbronville, TX
 - Spearman, TX
 - Greeley, CO
 - Belton, TX
 - Iraan, TX
 - Sudan, TX
 - Cabo San Lucas, Mexico
 - Angel Fire, NM
 - Brackettville, TX
 - Kermit, TX
 - Three Rivers, TX
 - Cozumel, Quintana Roo, Mexico
 - Chama, NM
 - Canadian, TX
 - Matador, TX
 - Waco, TX
 - Espanaola, NM
 - Corpus Christi, TX
 - Monahans, TX
 - Cody, WY
 - Aruba
 - Eunice, NM
 - Del Rio, TX
 - Muleshoe, TX
 - Gillette, WY
 - Dubai, United, Arab Emirates
 - Jal, NM
 - El Campo, TX
 - Ozona, TX
 - Sheridan, WY
 - Las Vegas, NM
 - El Campo, TX
 - Perryton, TX
 - Ellicott City, MD
 - Tucumcari, NM
 - Eldorado, TX
 - Plains, TX
 - Lutherville, MD
 - Farwell, TX

Shopper Spotlight

Jennifer Francois

Customer Impact would like to recognize Jennifer Francois for her excellent work this year! She completed several reports for us in November, on what can be very challenging forms, and they were all perfect! Jennifer consistently does a stellar job, and we appreciate her hard work.

All shoppers of the month receive a Starbucks gift card and a certificate for their hard work.

Will you be our next shopper of the month?

Tips to Boost Your Shop Opportunities and Pay!



1. Sign up for **JobSlinger**! This **FREE** website provides shoppers with the ultimate job board, helping you to expand your shop opportunities. Visit <http://www.jobslinger.com> to create your account.

2. Get on the Protected Email List! "Protect" your email addresses so the "get shop offer emails" setting on your SASSIE accounts will not be automatically disabled if your internet service provider thinks that these emails are spam. To add your email addresses to the Protected List, log on to your JobSlinger account and follow these steps:

- Go to the Email Manager page: (My Account -> Email Manager).
- Click the Protect link next to the email address that you want to protect.
- Fill out the Protected List authorization form and click the Add to Protected List button.

3. How would you like to see job opportunities show up on your Facebook page? If you sign-up for JobSlinger it is easy! For more information on becoming a JobSlinger Facebook fan and adding the job search app, check out this easy-to-follow [YouTube video](#).



Find us on TWITTER and FACEBOOK today!

From Solar Shop to Solar Home

It seems like more and more people are making the switch to going green and becoming eco-friendly. That is true for one of our shoppers, Florence McCarthy. As a homeowner, she looked into solar system options, but found the cost was upward toward \$35,000. However, within the last six months to a year, solar companies have been offering lease options and leasing equipment. She was not familiar about this until performing her mystery shop.

She conducted the same survey for five different solar system companies. Florence compared each to uncover the industry standard and report on how companies are presenting to customers. The process began by obtaining an online quote from the companies and requesting an estimate only. From there, she spoke with each that offered to start the estimate process. Each inquired about her monthly electricity use and provided her with three payment options: a lease, zero-down to small deposit, or monthly payments.

After speaking with her preferred company and liking the leasing options, she got the solar system! Florence had no intentions of accepting the offer, but she could not pass up the affordable opportunity.

“They have come out to perform the inspection and are designing the system now. It should be installed within a month. This was something we looked into and never thought we could do. The timing was perfect,” said Florence.

In a recent update, Florence goes on to say, “The house passed the city inspection as of December 15. Hopefully we’ll be able to flip the switch by Christmas or New Year’s Day. We would not have been able to make the leap if it wasn’t for Customer Impact and my solar panel provider.”

Customer Impact is excited this opportunity has provided Florence with a solar system she has been wanting for her home! We look forward to following up once the system is in full use!



Have a story idea or want to read about a certain topic in the next newsletter? We want to hear about it. Send us an email to:

info@customerimpactinfo.com.