

“How do you know if your

data is real?”

333020 - XZ - 25573972



Tough Questions

9333020

Solid Results

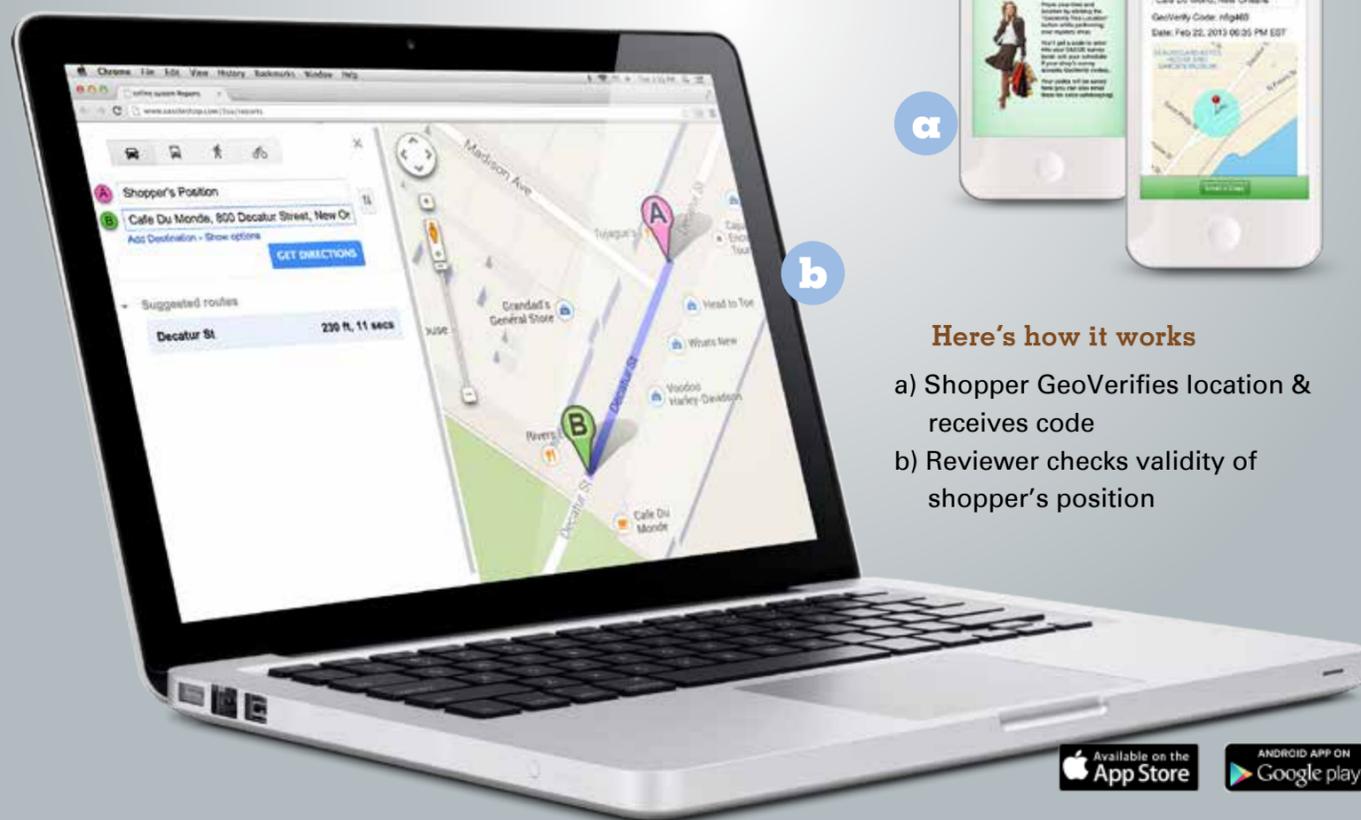
- Are your forms capable of data validations?
- Are your forms capable of detecting and preventing fraud?
- What prevents shoppers from uploading fake receipts?
- How do you verify if a shopper actually completes a shop?



"How do you know your shoppers really did the shops?"

GeoVerify

GeoVerify utilizes smartphone GPS and/or cell phone tower triangulation to verify a shopper's location and time while their shop is being performed.



a

b

Here's how it works

- Shopper GeoVerifies location & receives code
- Reviewer checks validity of shopper's position

"What keeps shoppers from uploading fake receipts?"

PhotoDNA

PhotoDNA scans incoming file uploads against all previous uploads to detect duplicate / Photoshopped photos.



Two types of scans are performed:

- Data Scan:** using data embedded in typical photo files, the digital "DNA" of each photo is recorded and compared to previously uploaded files. This "DNA" cannot be altered by graphically altering photos with Photoshop or similar editors.
- Visual Scan:** Many programs can visually compare photographs containing common subjects such as faces, buildings or products but fail at less common subjects.

Photo DNA is the ONLY photo analysis technology optimized for mystery shopping, using proprietary histological algorithms to detect duplicate/faked documents such as receipts and business cards.

**FRAUD ALERT:
95% MATCH**



Answer Cross Checking

(RuleZ Programmable Forms)

Improbable (or impossible) answer patterns can be automatically detected by programming forms with our RuleZ technology.

Shoppers answering "YES" to every question instead of taking the time to answer the questions truthfully? RuleZ can alert your reviewers of fraud the instant they view a shop.



Question 1: Were you greeted within 1 minute?

Yes No

Question 31: Did it take LONGER than 60 seconds to be greeted?

Yes No

**FRAUD ALERT:
IMPOSSIBLE ANSWER PATTERN**

"How do you know your shoppers are who they say they are?"

Duplicate Shopper Search

Duplicate Shopper Search uncovers fraudulent shoppers hiding behind multiple accounts by scanning the fields most commonly duplicated across each of their accounts (including Last IP address).



Last IP Address: 69.43.161.182



Last IP Address: 69.43.161.182

**FRAUD ALERT:
DUPLICATE DETECTED!**

**Identical
IP Addresses**



Direct Deposit Shopper Payment

Direct Deposit Shopper Payment provides greater protection against identity fraud than less direct methods such as Paypal or paper checks.



Email Verification

Email Verification is required of every new shopper signup, making it harder for fraudulent shoppers to create multiple accounts under fake email addresses.



Social Security Verification

Social Security Number Verification provides a strong measure of identity verification. Our system acts as an authorized agent of the Internal Revenue Service to check on tax IDs such as SSNs and EINs.



Shopper Secret Deactivations

Deactivating bad shoppers often results in them just creating a new shopper account. Stymie them by secretly deactivating them — they'll never get another shop (and they'll never know why).



Shopper Trapping

Shopper Trapping automates fraudulent shopper detection by running specified Duplicate Shopper Searches on EVERY new shopper signup.



**FRAUD ALERT:
Age Change!**

**FRAUD ALERT:
Gender Change!**

Profile Change Alert

Shoppers rarely change genders in real life... and they NEVER change age in real life! Get alerts whenever a shopper changes these critical fields in their profile — because it's usually an attempt to get shops that they aren't qualified for!

"We want your best shoppers for our shops... How do screen/train/qualify your shoppers?"



TestCaster is a full-featured online testing system designed to train and screen shoppers for general mystery shopping aptitude or for specific shop types (i.e. fine dining, automotive, banking, etc.).

Featuring question banking, question randomization, weighted answer scoring, and both automated and human grading, TestCaster can also award "Shopper Qualifications" to passing shoppers.



Shopper Citations

Shopper Citations record notable events in a shopper's career. Issue Hero citations for kudo-worthy performance and Flake and Cancel citations for missed assignments (with the ability to affect shopper ratings). Now your shopper database can accumulate **QUALITY** in addition to **QUANTITY**.



Shopper DQ (Disqualification)

Shopper DQ marks a shopper as ineligible for shops for a specific client or location. Never send the wrong shopper to the wrong store again!



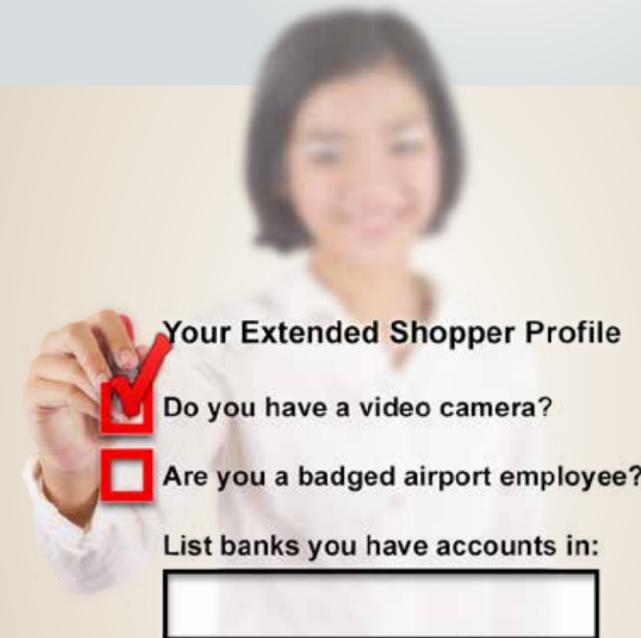
Shopper Ratings & Shop Counts

Shopper Ratings and Shop Counts give your schedulers instant insight into each shopper's past performance and experience.



MSPA Certification

("Gold" for advanced, "Silver" for basic) shows which shoppers have successfully completed the MSPA shopper certification program.



Extended Shopper Profile

Extended Shopper Profile captures any type of shopper data that you need.

- ☞ "What cell phone provider do you use?"
- ☞ "What cable service do you subscribe to?"

Within seconds you can add new questions to every shopper's profile AND use that data to find the right shopper for the right shop.



Shopper Qualifications

Shopper Qualifications can be granted automatically (via TestCaster) or manually to shoppers who qualify for preferred handling or specific shops.

These qualifications are recognized by our AutoScheduling system, making it easy to grant advance or exclusive access to preferred shops.



IC Pro

IC Pro designates which shoppers are legally the "safest" to use from an independent contractor perspective. "IC Pro Gold" shoppers have been SSN-verified with the IRS, have declared themselves ICs with business names, logos and electronic I-9 forms and have allowed RBG to compile shopper invoices for every job they perform for you. Uncoincidentally, IC Pro shoppers tend to be the most professional and most reliable shoppers in the business!

"How do you make sure the right shoppers answer the right questions?"

"How can I make sure the shopper accurately performed our scenario?"

Smart Forms

(Location-Sensitive Forms)

Show different questions to different locations (or location groups).

Locations with Bars

Yes No Did the bartender greet you within 3 minutes?

Locations without Bars

Hidden :
Did the bartender greet you within 3 minutes?

Form Versioning

(Date-Sensitive Forms)

Show different questions each week, month, or any specified time period.

OCT

Yes No Q3: Were the Halloween specials properly displayed?

NOV

Yes No Q3: Were the Thanksgiving specials properly displayed?

Conditionally Required Questions

(Answer-Sensitive Forms)

Make followup questions required if a "control question" is answered a specific way.

Yes No Was a doorman present?

Yes No If present, did the doorman greet you verbally?
REQUIRED

Yes No Was a doorman present?

Yes No If present, did the doorman greet you verbally?
NOT REQUIRED



Branching / Skip Patterns

(Answer-Sensitive Kiosk Forms)

Show different pages of questions based on answers to "control questions".

Page 1

Yes No Was a doorman present?

Page 1

Yes No Was a doorman present?

SKIP

Page 2

Yes No Did the doorman greet you verbally?

Yes No Was the doorman dressed appropriately?

Page 3

Yes No Was the lobby signage properly displayed?

Instant Question Hiding/Showing with RuleZ (Answer-Sensitive Forms)

RuleZ-programmed forms can ensure that shoppers only answer the appropriate questions. In just a minute you can designate one or more "control questions" – the answers to these questions determine which "followup questions" instantly show up on the form.

Which type of phone do you currently own?

Smartphone Cellphone

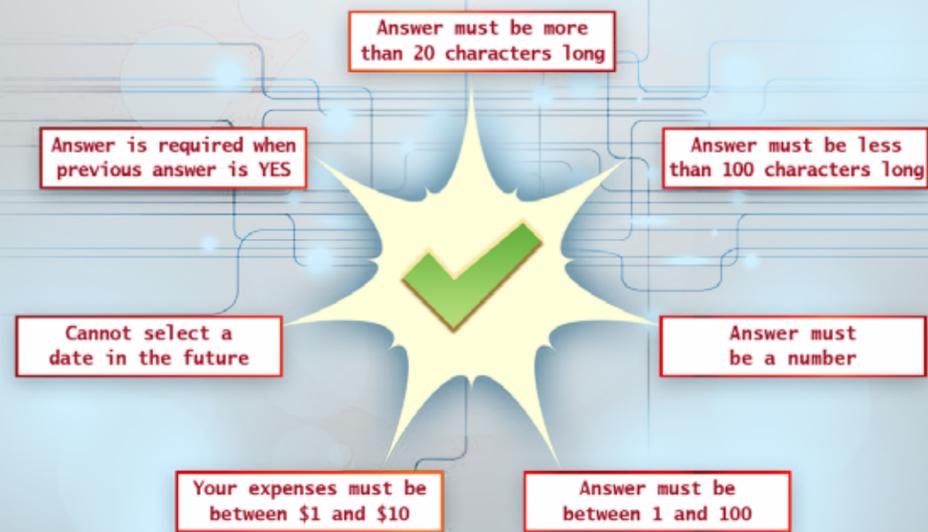
	Did the associate explain the data plan options?	<input type="radio"/> Yes <input type="radio"/> No
	Did the smartphone have built-in GPS maps?	<input type="radio"/> Yes <input type="radio"/> No
	Did the smartphone have a touchscreen?	

	Did the associate explain the text plan options?	<input type="radio"/> Yes <input type="radio"/> No
	Did the cellphone come with a built-in camera?	<input type="radio"/> Yes <input type="radio"/> No
	Did the cellphone have a memory card expansion slot?	<input type="radio"/> Yes <input type="radio"/> No

"Can your forms do automatic answer validation?"

Data Validation

Shoppers can be prevented from entering a variety of invalid answers by using SASSIE's built-in data validation.



Automatic Calculations with RuleZ

(Answer-Sensitive Forms)

Why validate answers when your forms can enter data automatically?
RuleZ can do math MUCH more reliably than your shoppers!

Time in: 11 58 am pm

Time out: 12 13 am pm

Time in Store: 15 min.

Autofill

"How do I know that shopper really answered the questions?"

Fraudulent Answer Checking

(RuleZ Programmable Forms)

Forms can be programmed with RuleZ to visually alert reviewers that the shopper has not answered the questions accurately and/or truthfully.

What color were the uniforms?

Navy Blue Red Khaki/Tan

**FRAUD ALERT:
IMPOSSIBLE ANSWER SELECTED**

**No red uniforms
for this company!**



Question 5: Assess the quality of service

Excellent Good Average Bad

Question 31: Rate the service from 1-10

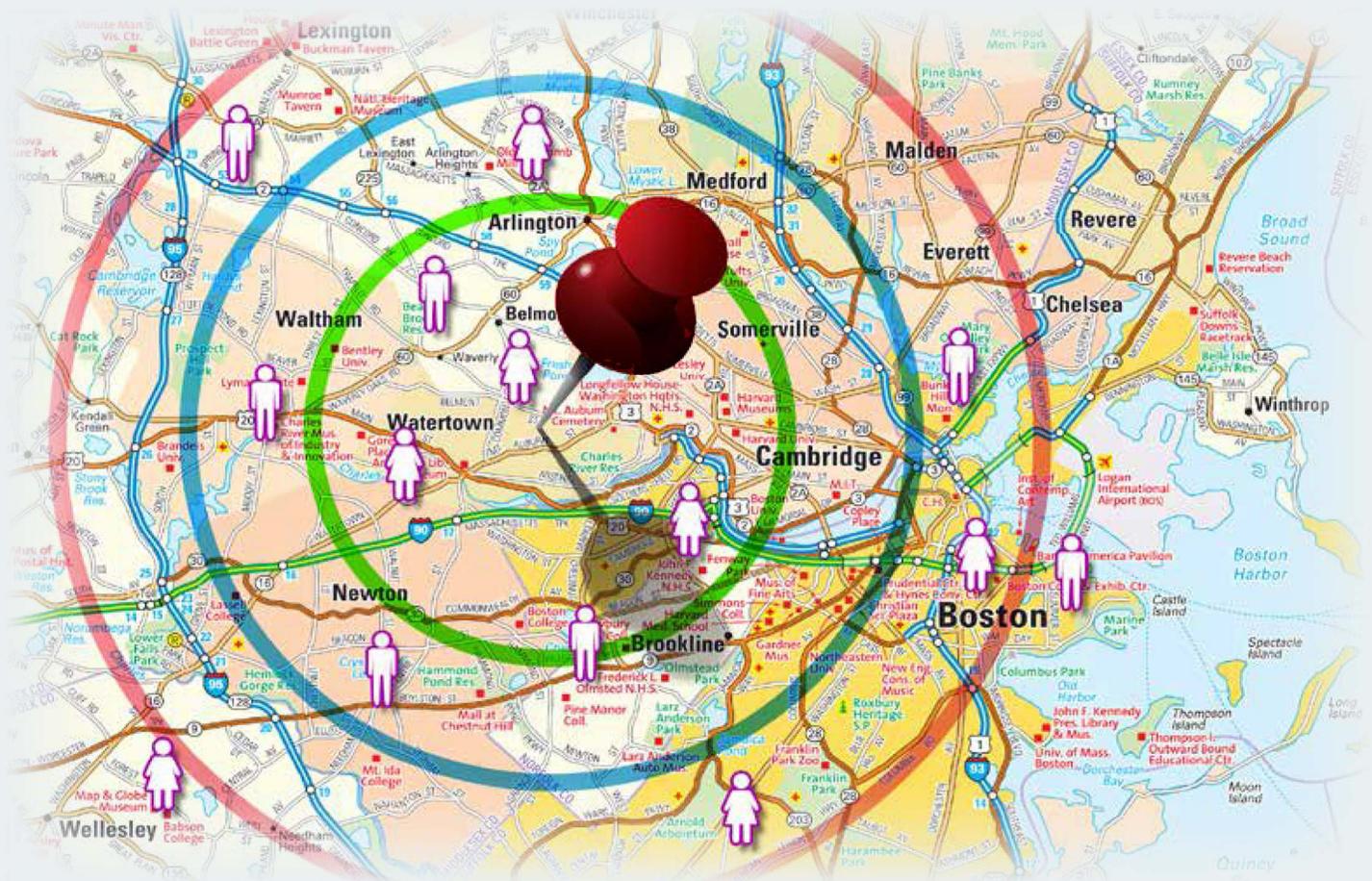
(1=Very poor, 10=Excellent)

1-Very Poor ▼

**FRAUD ALERT:
CONTRADICTIONARY ANSWERS**

**Q5: Good
Q31: 3-Poor**

“How do you keep a 100% completion rate?”



SmartMatch AutoScheduling

SmartMatch AutoScheduling analyzes your clients' locations and intelligently emails the shoppers most likely to perform the shop based on distance, population density, prior performance and demographic requirements.

Shop Notifier

Shop Notifier reaches shoppers where they're most available: on their mobile devices. Don't limit your schedulers to slow, unreliable email — Send shop alerts directly to shopper iPhones and Android devices!



“How do you keep costs down while recruiting in tough locations?”

Our Mobile Map App

Maps helps shoppers “bundle” multiple shops into one trip, making them more likely to take tough locations. Maps uses Google Map technology to display your shops to shoppers on an interactive map. Filters for “Business Classification” and “Shopper Eligibility” help shoppers find the shops they want with speed and ease.



Unlimited Location Groups

Unlimited Location Groups help you avoid last second mega-bonuses. Group your tough locations separately from your easy locations and schedule them simultaneously at different rates.



“How do you find shoppers that fit my scenario?”



Shopper Application Questions

Shopper Application Questions help you get specific answers on applications for specific shops.

- “Do you wear glasses?”
- “What car do you drive?”
- “List the banks you have accounts in”

Assign shops only to shoppers who give you the answers you want!

We use social media



We post hard-to-place shops on our social media pages

Shopper Oracle

See into the future! Enter a list of zip codes for a prospective client and the Shopper Oracle will show you how many nearby shoppers you have, broken out by Age, Gender, Rating, etc.



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Your Extended Shopper Profile



Do you have a video camera?



Are you a badged airport employee?

List banks you have accounts in:

How will you enforce shopper rotation?"

Shopper Lockout

Shopper Lockout prevents shoppers from doing the same shop within a specified time period.



“Can you test / screen shoppers before they do our shops?”



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Featuring question banking, question randomization, weighted answer scoring, and both automated and human grading, TestCaster can also award “Shopper Qualifications” to passing shoppers.

Shopper Pick Date

Shopper Pick Date gives you precision scheduling controls by requiring shoppers to pick specific dates that they can do each shop.

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				



Shopper Qualifications

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Evolving Customer Experience