

Welcome to your **RBG**
New Shopper test



Evolving Customer Experience.

Introduction

This test is considered “open book” and this is the book. You may reference it as often as you need while conducting the test, and beyond into your mystery shopping journey.

At **RBG**, we want to make sure that you have all of the resources you need to become a successful mystery shopper. First, here’s a little bit of background.

By conducting shops and providing objective feedback on your experiences, you help our clients:

- Have a better understanding of their customers
- Provide employees with tools to succeed
- Improve customer shopping experiences
- And become the best in their industry.

How do you know you can be a successful shopper? Our most successful shoppers all:

- Love being a customer
- Have a positive attitude
- Strive to evolve the customer experience
- Have an eye for detail
- Have time management skills
- Have an extremely high work ethic
- Have strong written and verbal communication skills



Have Questions?

You can find more information, as well as our mystery shoppers FAQ, at rbgshoppers.com.

Glossary

With thousands of shops per month, how do we manage it all? With a little help from our friends. Here are some terms you will need to know:

Scheduler – The person who assigns shops based on the needs of our clients and the skills of our shoppers. As a shopper, your scheduler is your point of contact if anything out of the ordinary happens during your shop or if anything prohibits you from conducting your shop.

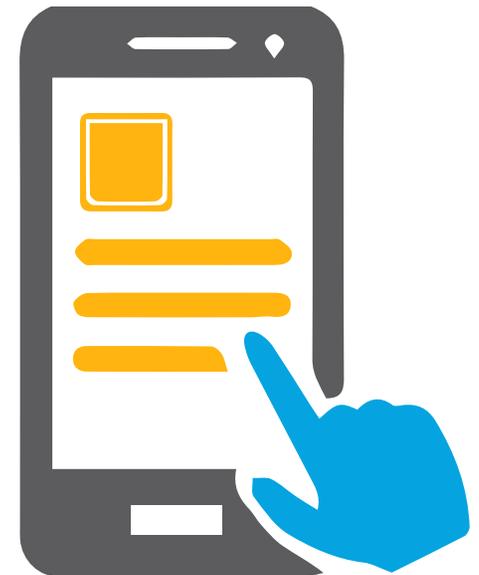
Sassie – The program **RBG** uses to track shops, guidelines, client databases, everything. Other Mystery Service Providers may use Sassie as well.

Job Board – Where you can see and apply for shops.

Report – The digital form you complete and submit when you have performed your shop. May also be referred to as a survey.

Shop Log – Where you can see all of your shops, including those you already performed and submitted, within our online system.

Shopper – You. A person who conducts a mystery shop at a place of business with the intent to observe the customer experience. This person reports their findings on the shop Report by accessing it from the Shop Log.



How to perform a shop.

1. **Be Prepared** – Always read the shop guidelines and familiarize yourself with the questions on the report you will have to fill out.
2. **Conduct Shop** – Make sure to remain observant at all times and always remain undercover.
3. **Provide Feedback** – Make sure to complete your shop report after finishing the shop, while your experience is still fresh in your mind.



Helpful Hints

Stuck on a question in the test? Here are some helpful tips that might give you the answer. Keep these tips in mind as you are conducting your shops as well, and you'll end up with that coveted 10/10 shopper rating.

Hint #1 If something goes wrong, email your scheduler. This goes for almost every situation that is outside of the norm of your shop, like being unable to conduct the shop (either the whole shop or just part of it) for any reason, witnessing something extreme like an injury or argument, or even just pointing out something that confuses you about the survey or guidelines.

Hint #2 Maintain your undercover status at all times. This means blending in with the average customer, not making a fuss (you can send an undercooked steak back, but don't demand to speak to a manager) and if mystery shopping is ever mentioned during a shop, you do not need to admit that you are one. If you are ever recognized as a mystery shopper, let your scheduler know immediately (see Hint #1).

Hint #3 Be ethical. Our clients rely on your honesty when you fill out your report. We also want to make sure that our clients know our shoppers are honest and are working to help their businesses. For example, be sure that you are being charged correctly for goods or services purchased, and that you report what you paid accurately on your shop report including any tips that might not show up on your receipt. This is one of the most important hints, because a breach of trust can lead a client to cancel their shops, which removes shopping opportunities for everyone.

Hint #4 Keep everything objective. Stick to the facts, and be polite. When describing someone, think about a stranger describing you. Avoid loaded words like “overweight,” “bald,” or other negative descriptors. And when describing a situation, don’t make assumptions about the person helping you, say what should or should not have happened, or mention your feelings about the situation. Just describe the situation clearly and factually.

Auditing

Auditing is specialized form of mystery shopping that focuses on reporting accurate inventory and pricing information from a store. Auditors are often paid by the number of results reported. When auditing, finding the exact product is important. Therefore, diligence in your search and attention to detail is essential. Sometimes it is not possible to locate the exact item.

If you want to conduct an audit and you are gathering pricing information:

Record the **exact price** of **one single item**. You may need a calculator to do so if you see pricing for multiple items, or items that are on sale for a percentage off.

What else do I need to do?

In order to sign up as an **RBG** shopper, there are just a few steps left. After you take your test and pass with an 85% score, you may need to fill out your Extended Shopper profile and to make sure your payment and SSN information are up to date. That way you can sign up for shops on the job board and get paid.

What do I do if I don't pass the test?

If your status is hold, and if this was either your....

1st attempt: Be sure to use the Previous and Next Buttons to scroll through the test to see what you missed. You can retake the test in 24 hours. Good Luck.

2nd attempt: Unfortunately you don't meet the requirements to be a mystery shopper for **RBG** at this time.

Why don't I meet the requirements?

We work with our clients to identify highly targeted criteria in our shoppers that best supports their long-term goals and objectives, which results in us choosing only those who fit those needs.

What are my options?

MSP's are always looking for mystery shoppers. For a list of those companies, please visit the MSPA website.

Can I reapply with RBG?

Yes. To reapply with **RBG**, you can get certified as a mystery shopper with the MSPA. Once certified, enter your code to your profile, contact us (help@realitybasedgroup.com) and we will re-evaluate your qualifications.

Can I create another account and take the test again?

No. We only allow one account per individual.

Good luck, and thank you for shopping with **RBG**.



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