

PERSON TO PERSON QUALITY

SHOPPER GRADING SYSTEM

Person to Person Quality uses a proprietary grading system to rate the quality of the shop reports we receive from you. These grades, on a scale of 0 to 10, reflect the quality of your work. Your average GPA (for all reports) is available when you visit your Shopper Profile. Shoppers with the highest GPAs will be given priority for future assignments.

Several factors will be involved when we grade your reports. These will include:

Timeliness: We value most those shoppers who do the assignment the day they said they would, and who aren't consistently asking for extensions. We also place a premium on those shoppers who submit their report the same day as, or within 24 hours, of completing the visit or phone call. For every day beyond that that we have to wait for your completed report, your grade will go down.

Completeness of information: We expect you to write a detailed paragraph for each major topic area. If a representative did a job particularly well, please describe why you felt this way. If he or she was lacking, and you answered "No" to several questions in the section, please detail what was missing. You don't have to write a lot, but it should help the client understand of what happened during your visit. Details may include specific accounts or products discussed; a description of items ordered during a restaurant visit; or features a car salesman emphasized.

Consistency of information: We expect your comments to be consistent with your responses to all Yes/No questions. If you answer "No" to a question such as "Did the teller smile at any point during the transaction?" but you comment that the teller smiled as she said goodbye, we will change your answer to match your comment. If there are multiple inconsistencies, we will return your questionnaire.

Clarity of writing: We expect your reports to be clearly written. Use standard grammar, punctuation, and capitalization. The reports must be written in full sentences, with subjects, verbs, and the appropriate articles, with as few abbreviations as possible.

The following is an acceptable sentence:

The representative asked for my identification before she completed my transaction.

The following is NOT an acceptable sentence:

Rep requested ID before completing transaction.

If you need assistance with writing style, please consult such sources as *The Elements of Style* (by William Strunk, Jr.). You can purchase this concise book at any book store, or read it online at <http://www.bartleby.com/141/>

You can also refer to the following reference guide, based on the Associated Press stylebook: http://www.bu.edu/com/writingprgm/ap_styleguide1.pdf

Proof of visit: For those shops requiring proof of visit, all collateral materials, such as receipts or business cards, must be attached or submitted via email. While a faxed business card is acceptable, you must also send an email to the responsible editor to notify him or her that the fax has been sent. As a last resort, you may mail the card to us. Our schedulers give top priority to shoppers who provide proof of visit, preferably attached to the form, without being reminded. This is a critical indicator of shopper quality.

Thank you for your continuing efforts to turn in excellent work. The clients count on your reports to help train their employees to provide the best customer service possible.