**Guidelines for Shopper Grades**

When your report is received by us here at CPL, we will review it to ensure you have completed the mystery shop correctly (i.e. followed the guidelines exactly) and to make sure the report has been well written.

When your report has been reviewed, you will be given a score from 1- 10.

This score is based on:

* Whether you carried out the mystery shop correctly;
* How much time was spent reviewing your report and correcting any grammar or spelling; and
* If you completed what was expected by the due date;

Every shopper has an average score which can be seen on your Shop Log:



It is in your own best interest to try to achieve a high score. When we have multiple applicants for jobs, we are naturally more inclined to give jobs to shoppers with a higher average score who we know are reliable, follow the scenario and submit the report on time.

Reports must have sufficient detail with a good level of written English (we can put your report back in your Shop Log for you to correct it or add details)

**Top tips to achieve high grades:**

**(and the most common reason points are deducted)**

* Stick to the guidelines (failure to do so may result in non-payment). In particular, the scenario and the specifics of writing the report. Every assignment is different;
* Complete your assessments and submit reports on time (The due date is a strict deadline);
* Where applicable, ensure you have attached legible receipts and photographs to the report;
* Ensure reports are well written, i.e. use of paragraphs and full structured sentences;
* Use good grammar, capital letters at the beginning of sentences, avoid spelling mistakes, etc.;
* Provide ample detail in the report, i.e. back up ALL tick boxes, positive and negative, and elaborate information where possible, so that your experience is clearly explained;
* Justify negative answers i.e. ticking “no” to question is fine, but you must back this up with facts and examples and provide an explanation in the commentary as to why you ticked “no”;
* Write in the past tense and explain what happened in a story-like format;
* Read the questions carefully and answer exactly what was asked;
* Avoid generic comments that only repeat the question;
* Do not use slang, abbreviation or informal language;
* Be contactable - We sometimes need to contact a shopper to ask a question on their report and need you to respond to emails or calls. If we have queries on a report and you do not respond, that report cannot be used and this may result in non-payment; and
* Communicate. We are here to help. Let us know if:

You are having a problem meeting the deadline;

You don’t understand the guidelines or report; and

Something unusual happened during your mystery shop.