

"How do you know your Data is Real?"

Data Validation & Fraud Protection: Book 2 in the Tough Questions series



Can your forms do automatic data validation & fraud protection?

What keeps shoppers from uploading fake receipts?

How do you know your shopper really did the shops?

**TOUGH QUESTIONS.
TOUGHER SYSTEM.**

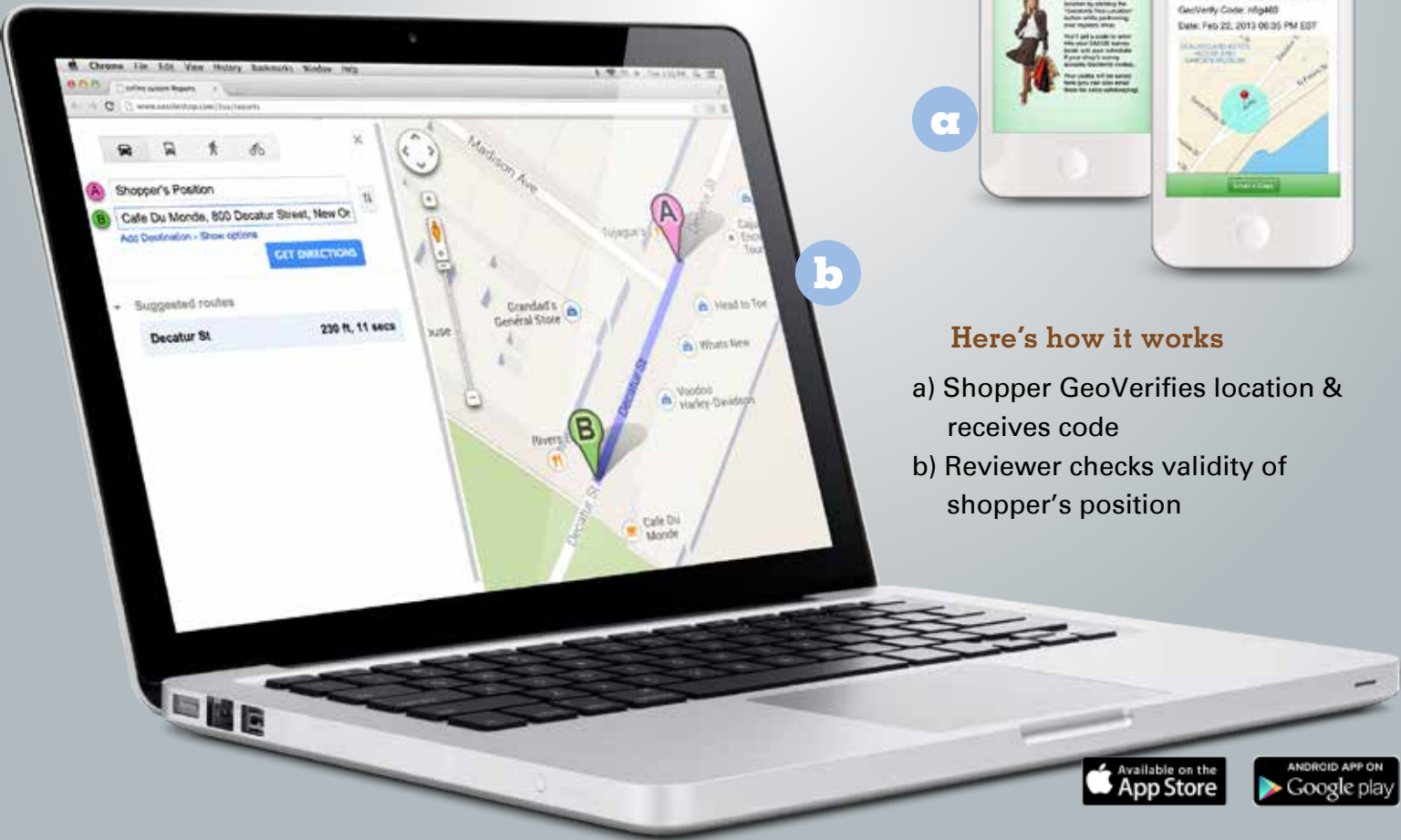


Photo DNA • SSN Verification • GeoVerify • Answer CrossChecking (RuleZ) • Auto Data Validation • Shopper Disqualification • Shopper Trapping • Duplicate Shopper Search • IC Pro • TestCaster

“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.



Here’s how it works

- a) Shopper GeoVerifies location & receives code
- b) 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:

- 1) 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.
- 2) 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!



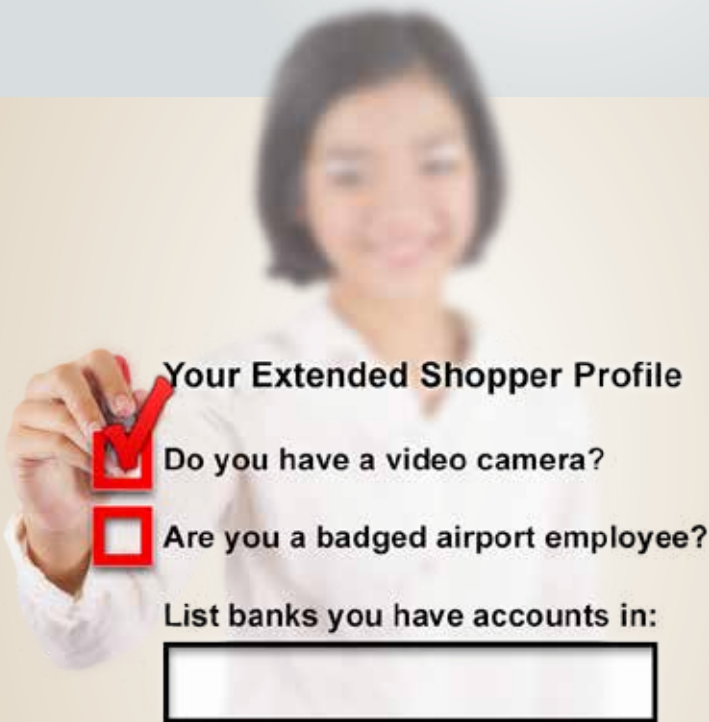
**Shopper Ratings
& Shop Counts**

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 SASSIE 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?"

Smart Forms

(Location-Sensitive Forms)

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

Yes

No

Did the bartender greet you within 3 minutes?

Locations with Bars

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.

☐ Yes ☐ No

 **OCT**

Q3: Were the Halloween specials properly displayed?

☐ Yes ☐ No

 **NOV**

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.

The figure consists of two side-by-side screenshots of a web form. The left screenshot shows a question 'Was a doorman present?' with 'Yes' and 'No' radio buttons. The 'Yes' button is selected. Below the question is the text 'If present, did the doorman greet you verbally?'. At the bottom of this section is the word 'REQUIRED' in red. The right screenshot shows the same question 'Was a doorman present?' but the 'No' radio button is selected. Below the question is the same text 'If present, did the doorman greet you verbally?'. At the bottom of this section is the text 'NOT REQUIRED' in orange.

REQUIRED

NOT REQUIRED



Branching / Skip Patterns

(Answer-Sensitive Kiosk Forms)

Show different pages
of questions based
on answers to
“control questions”.

```
graph TD; P1[Page 1] --> P2[Page 2]; P2 --> P3[Page 3]; P1 -- SKIP --> P3;
```

Page 1

☒ Yes ☐ No Was a doorman present?

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?


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


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

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

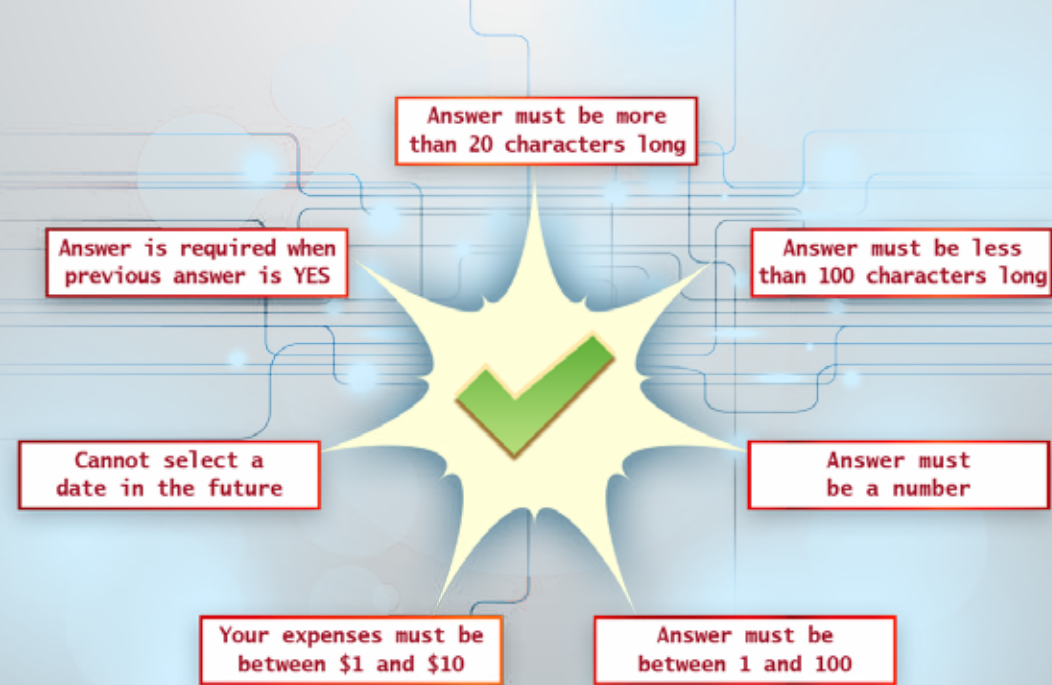


	<p>Did the associate explain the text plan options?</p>	<input type="radio"/> Yes <input type="radio"/> No
<p>Did the cellphone come with a built-in camera?</p>		<input type="radio"/> Yes <input type="radio"/> No
<p>Did the cellphone have a memory card expansion slot?</p>		<input type="radio"/> Yes 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



Data Validation & Fraud Protection: Book 2 in the Tough Questions series

Fraud Protection

- ✓ GeoVerify
- ✓ Photo DNA
- ✓ Answer CrossChecking
- ✓ (with RuleZ)

Shopper Controls

- ✓ Shopper DQ
- ✓ Shopper Trapping
- ✓ Duplicate Shopper Search Secret Deactivation
- ✓ Email Controls
- ✓ SSN Verification
- ✓ IC Pro
- ✓ Email Verification
- ✓ Direct Deposit

Answering the Right Questions

- ✓ Skip Patterns & Branching
- ✓ Question Hiding
- ✓ (with RuleZ)
- ✓ SmartForms
- ✓ Form Versioning
- ✓ Conditionally Required
- ✓ Questions

Getting the Best Shoppers

- ✓ Shopper Ratings
- ✓ Shop Counts
- ✓ Shopper Citations
- ✓ MSPA Certifications
- ✓ Shopper Qualifications
- ✓ Extended Shopper Profile
- ✓ Qualified Self Assign

Data Validation

- ✓ Answer Crosschecking
- ✓ (with RuleZ)
- ✓ Automatic Data Validation
- ✓ Manager Change Request

FACT: SASSIE Shoppers cover 155 different countries around the world

- ✦ Because we conduct thousands of “on the spot rewards” mystery shops each year, shopper integrity is of utmost importance. Sassie’s anti-fraud and GeoVerification tools assist us with assuring our clients get the highest quality reports possible.
— Elaine Buxton, CEO, Confero In
- ✦ Photo DNA helps us monitor receipts and other images to ensure accuracy and validity by alerting us to possible fraud or error. It’s a valuable additional indicator beyond the eagle eyes of our Quality Assurance Team.
— Christopher Warzynski, Beyond Hello
- ✦ Sassie has made a huge difference for us in our market – now we have a real competitive advantage against our competitors. We feel than more than a technology supplier, SurfMerchants is our Business Partner.
— Jimmy Cassis, Consumidores Anónimos SC
- ✦ The key to success for any business is the people you surround yourself with. SASSIE was one of the first partners Customer Impact selected to partner with over a dozen years ago and we have not regretted that selection for one minute.
— Mike Green, Customer Impact
- ✦ There’s so much good we could say about SASSIE, but most importantly: When in times of need, their customer service is far superior than anyone could expect. SASSIE has indeed helped us win new accounts as well as helped us run our company more efficiently.
— Bob Reister, JM Ridgway, Co., Inc. (since 1924)
- ✦ We use Photo DNA in many of our projects which helps us to catch many fake reports even before they reach the client.
— Vidya Nayak, HS Brands International

**TOUGH QUESTIONS.
TOUGHER SYSTEM.**



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