

Sweeter than the Rest



SASSIE Mystery Shopping Systems

Feature Flipbook Volume 3

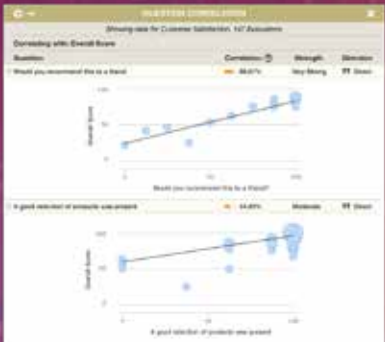
The BRAINS behind the BEAUTY.

Dragon’s not just a pretty face — it’s a deeply intelligent digital creature, automatically analyzing endless amounts of data for patterns, trends and outliers before you even make your first click.

Dragon’s arsenal of analytic widgets cut through the noise to reveal the true business intelligence hidden within:



EKG - Click any number on an EKG-powered widget and view an infographic showing the factors behind that number.



Question Correlation - which questions are driving the results of other questions?

IMPROVABLE QUESTIONS		
Question	Points Lost	Potential Evaluation Score ^①
		Current Score: 93.26
Rate the cleanliness of the Sporting Goods section.	48	94.47
Rate the cleanliness of the Health and Beauty section.	48	94.48
Rate the cleanliness of the Toy section.	36	94.21
Rate the cleanliness of the Grocery section.	20	93.77
How long did it take you to find the "Special of the Week" sign?	11	93.65

Improvable Questions — Which questions have the most significant room for improvement?

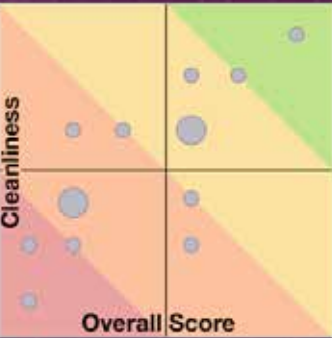


QUESTION CROSTAR			
Rate the cleanliness of the Sporting Goods section.	Did the cashier ask if you had any coupons?		
	Yes	No	Total
Great	32	2	34
	76.74%	6.94%	83.72%
Good	5	0	5
	6.98%	0.00%	6.98%
OK	1	0	1
	2.33%	0.00%	2.33%
Poor	2	1	3
	4.85%	2.33%	6.98%
Total	39	4	43
	90.7%	9.30%	

Cross Tabulation — Select two questions and reveal correlations between their answers.







Flash Points - Which locations are outliers from their peers? Which business units have suddenly declined (or improved) in their performance?



Magic Quadrant - Pick any two metrics and plot the performance of each business unit along those two axes.

No digging — Dragon tells YOU what's on fire

FLASHPOINTS - HIERARCHICAL OUTLIER		
	Score	Significance
 Shop: 1114 - RUMFORD	28.39 pts below Entire Company	3.39 std. deviations below
 Shop: 1114 - RUMFORD	28.39 pts below Entire Company	3.39 std. deviations below

FLASHPOINTS - HISTORICAL QUESTIONS		
	Score	Significance
 Question If not, how helpful was the clerk in finding the items you could not locate?	6.34 pts above 12 month average	1 std. deviations above (x4 question weighting)
 Question Upon entering this section, did an associate greet you and your child?	6.75 pts below District: Region B	0.94 std. deviations above (x4 question weighting)

FLASHPOINTS - HISTORICAL BUSINESS UNITS		
	Score	Significance
 Shop: 1469 - ALBUQUERQUE	7.58 pts below 12 month average	1.82 std. deviations below
 Shop: 2037 - PRESCOTT	8.67 pts above 12 month average	1.4 std. deviations above



Dragon Flash Points
Outlier Alert Widget

Which locations are failing?

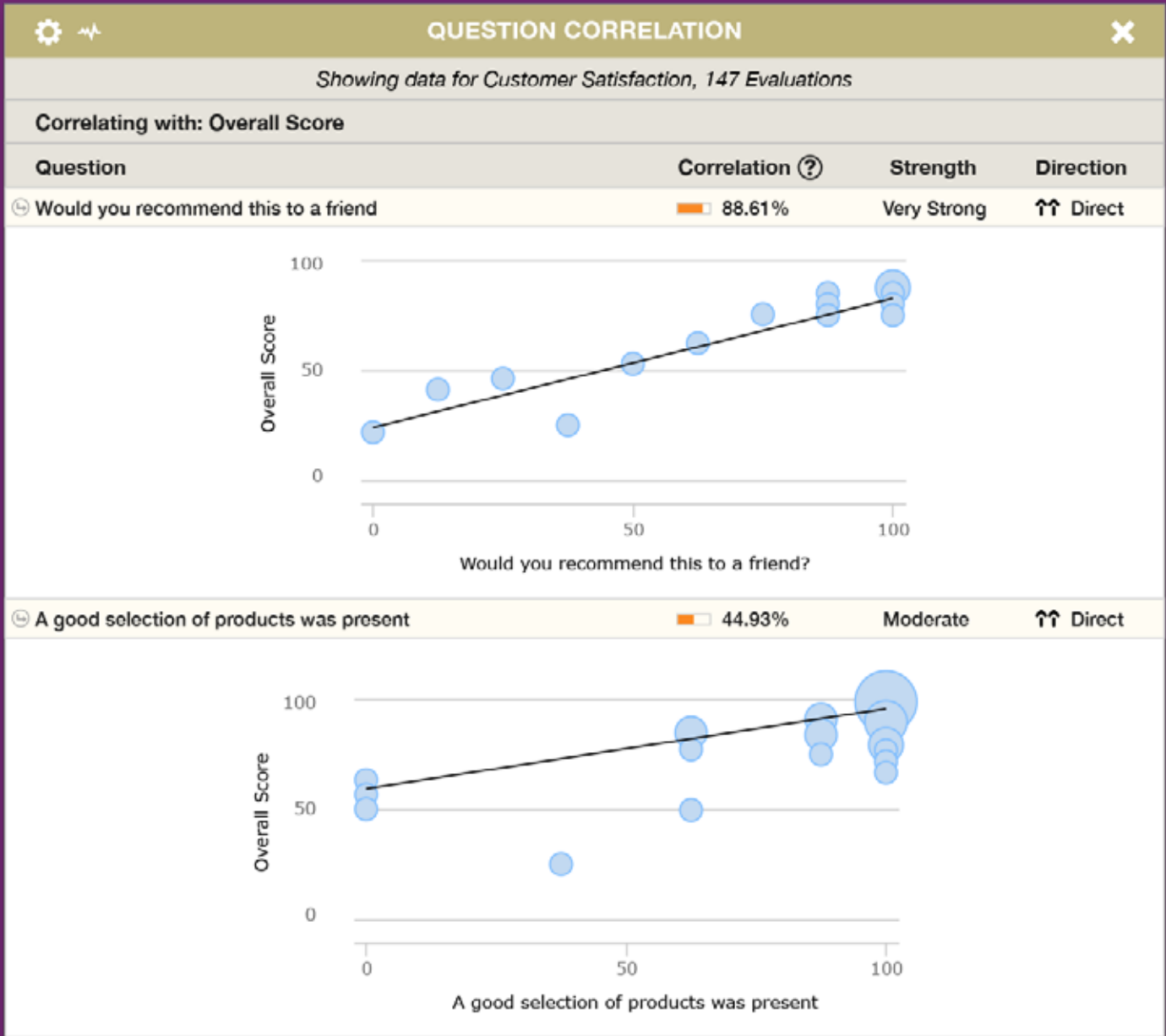
Which regions are improving?

Which questions consistently underperform?

Stop digging through mountains of data looking for the important stuff. Dragon Flash Points automatically runs thousands of analytic calculations to find the outliers that hit the hardest, and delivers the results right to you.



Find the hidden data connections that drive key metrics up or down



As recommendation rate increases, overall score increases

Dragon Question Correlation
Automated Correlation Analytics

Dragon’s Question Correlation widget shows you which questions might drive a shop’s score up or down. For example:

- When recommendation rate increases, does overall score increase?
- When footfall traffic goes up, does recommendation rate go down?

Use correlations to give your client hard data that will help them refine their training and get the most value for their mystery shops.

We give you the analysis your clients want to see — no calculator required!



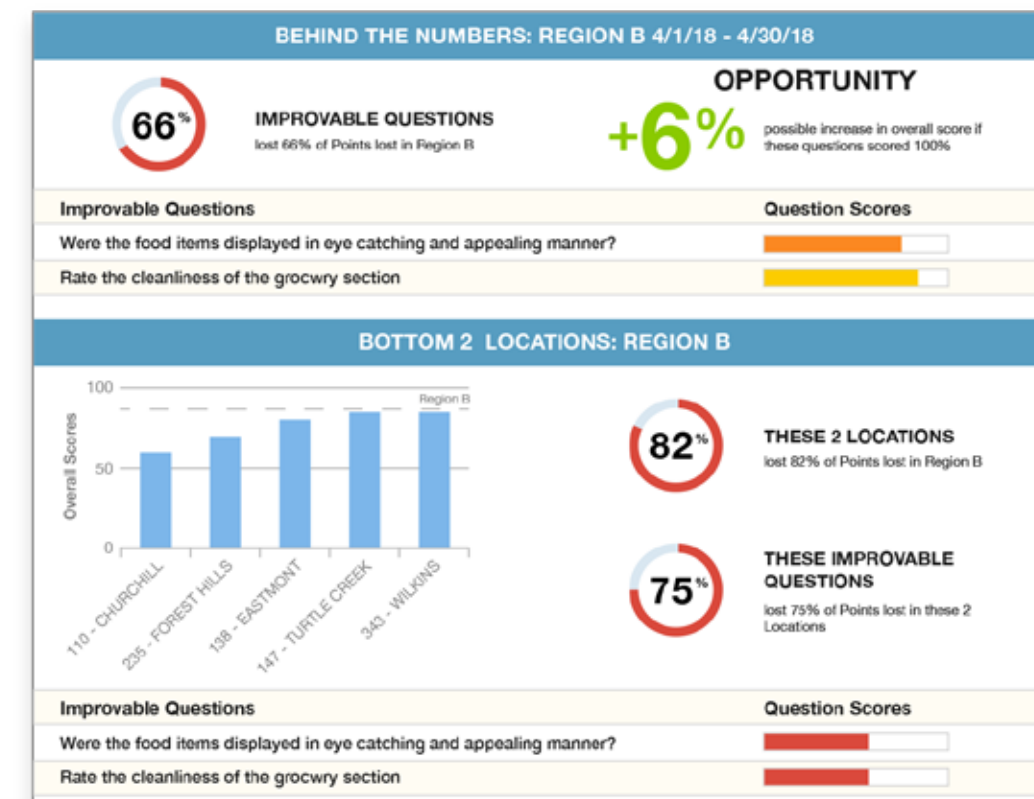
Once you find the cause, you can find the cure

Dragon EKG

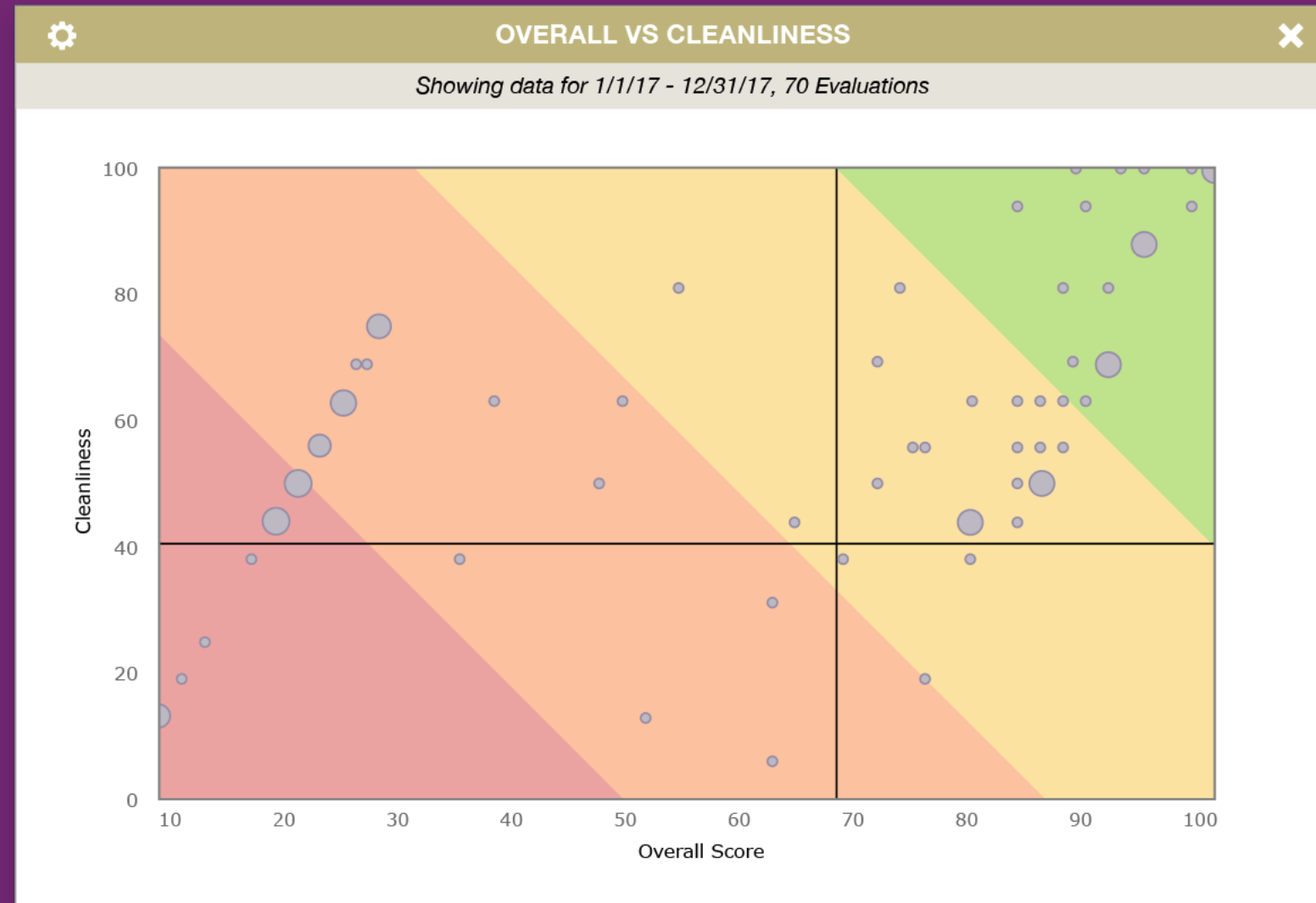
Cause and Effect Analytics

“Region B” got a low score - but now what? Scores don’t lead to action until you can “take their pulse” with SASSIE EKG. Click any score on an EKG powered widget and Dragon will run hundreds of calculations to tell you:

- * The food items display score is killing Region B’s overall score.
- * Region B could improve its score 6% by improving on just two questions.
- * Location 110 and 220 are responsible for 82% of the Region B’s lost point.



Instantly view business unit performance across your choice of two metrics

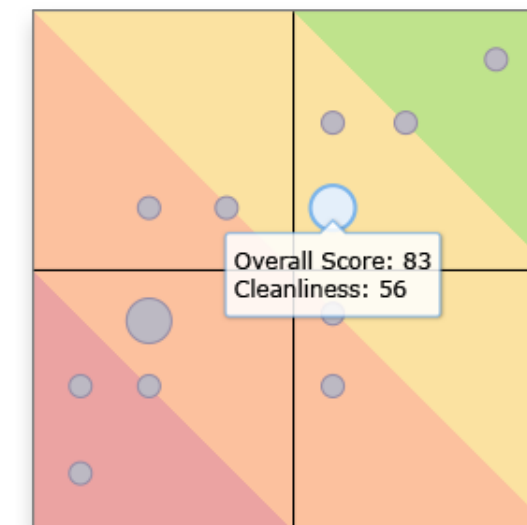


Magic Quadrant

The Magic Quadrant evolved from an internal SurfMerchants business performance report that changed the way we do business — now it could do the same for your clients!

By setting each axis of this graph to a selected metric, the strengths and weaknesses of each business unit becomes immediately apparent.

- Select any two metrics and have locations displayed on a heat mapped background for an overview of company performance on those metrics.
- Use optional gridlines to establish company goals.



Get an eagle eye perspective on what's being said in shopper narratives in a colorful, eye catching display



Interactive Word Cloud

Don't spend hours wading through mountains of shopper narratives looking for patterns! Sassie's Word Cloud feature aggregates the content of thousands of narratives into an appealing and revealing format.

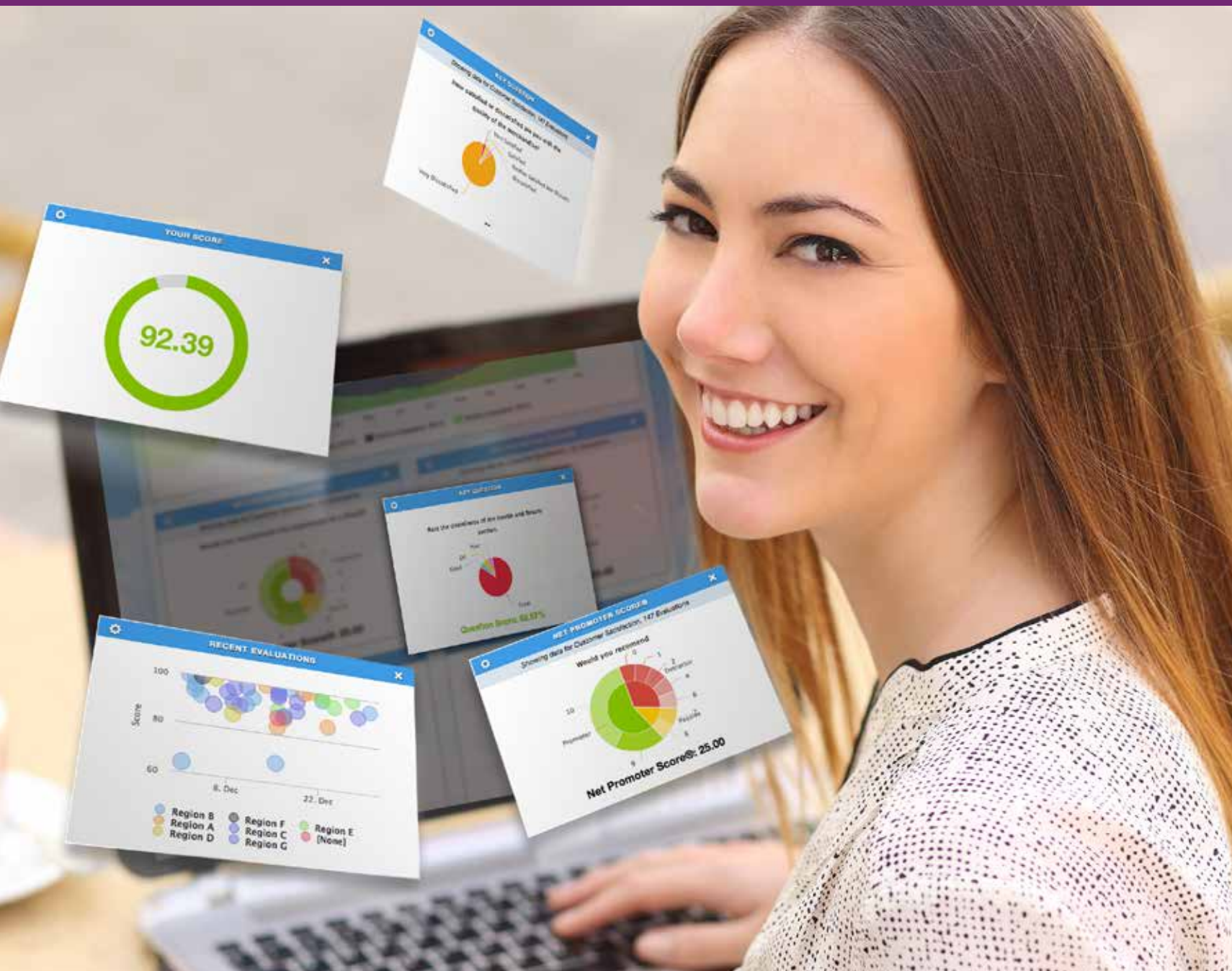
Many word cloud reports are hopelessly cluttered with useless words, but our version uses an acclaimed University of Pittsburgh word database to intelligently exclude unhelpful words.

Even better, you can create your own database of excluded words to fine tune your clients' results.

- Frequently used words are displayed in a larger size.
- View the hottest trending words at a glance.
- Discover the trends of thousands of shopper narratives with one glance of SASSIE's Word Cloud.
- Hover over one word to see the actual frequency for that word.
- Clicking on one word displays a list of shops containing that word.



Mystery Shop Reporting just got Personal



Dragon

Personal Reporting System

Dragon's mission:

Give EVERY single person a PERSONAL dashboard (from the CEO to the store manager).

Give the option for EVERY single person to customize their dashboard with a few drag & drops.

Give YOU back the time you spent on laborious custom reporting projects.

It's time to get *personal*!



Easy to Make. Easy to Share. Easy to Get.



BONUS: Build your own Dragon dashboard widgets using our ToolZ reporting API!

Dragon

Dashboard Configuration Made Easy

Dragon dashboards are:

- + Easy to make**
Each individual user can instantly make personal custom dashboards.
- ➡ Easy to share**
Any dashboard can be shared across the company in seconds.
- 📄 Easy to get**
Every user can have their dashboards sent to them on their personal schedule.



All the power of Dragon — in the palm of your hand!



Dragon Mobile

Real-time results on any device

Your clients are always on the go, but Dragon mobile can keep up with the busiest lifestyle.

We combine Dragon's signature at-a-glance reporting with mobile capabilities — available for iOS and Android.

Instantly access real-time results anywhere in the world.



Auto-Collect reviews from Facebook, Google, TripAdvisor, Yelp and more!



Amazon



App Store



BestBuy



Booking



Expedia



Facebook



Foursquare



Google



Home Depot



Hotels



Lowe's



OpenTable



Priceline



Travelocity



TripAdvisor



Walmart



Wayfair



WebMD



Yelp



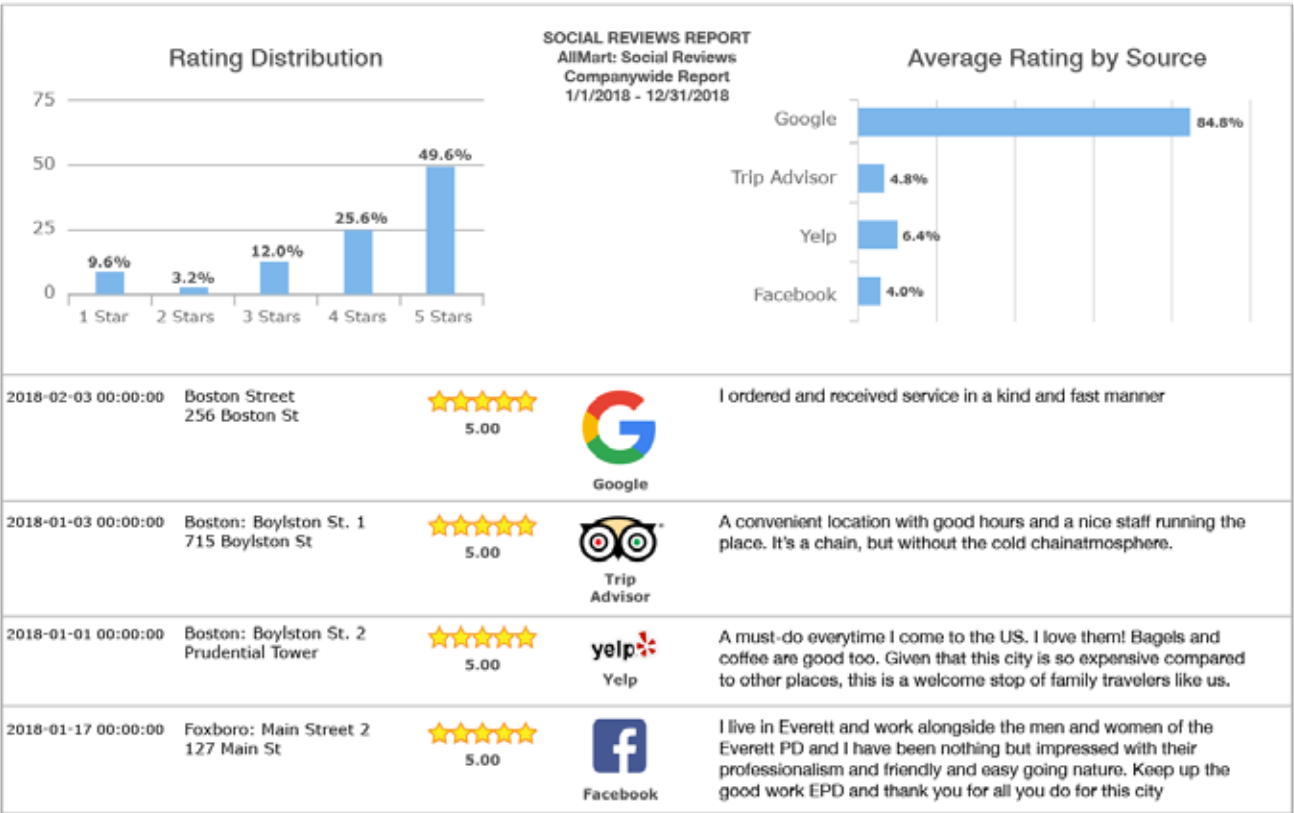
Zomato

Social Media Monitoring

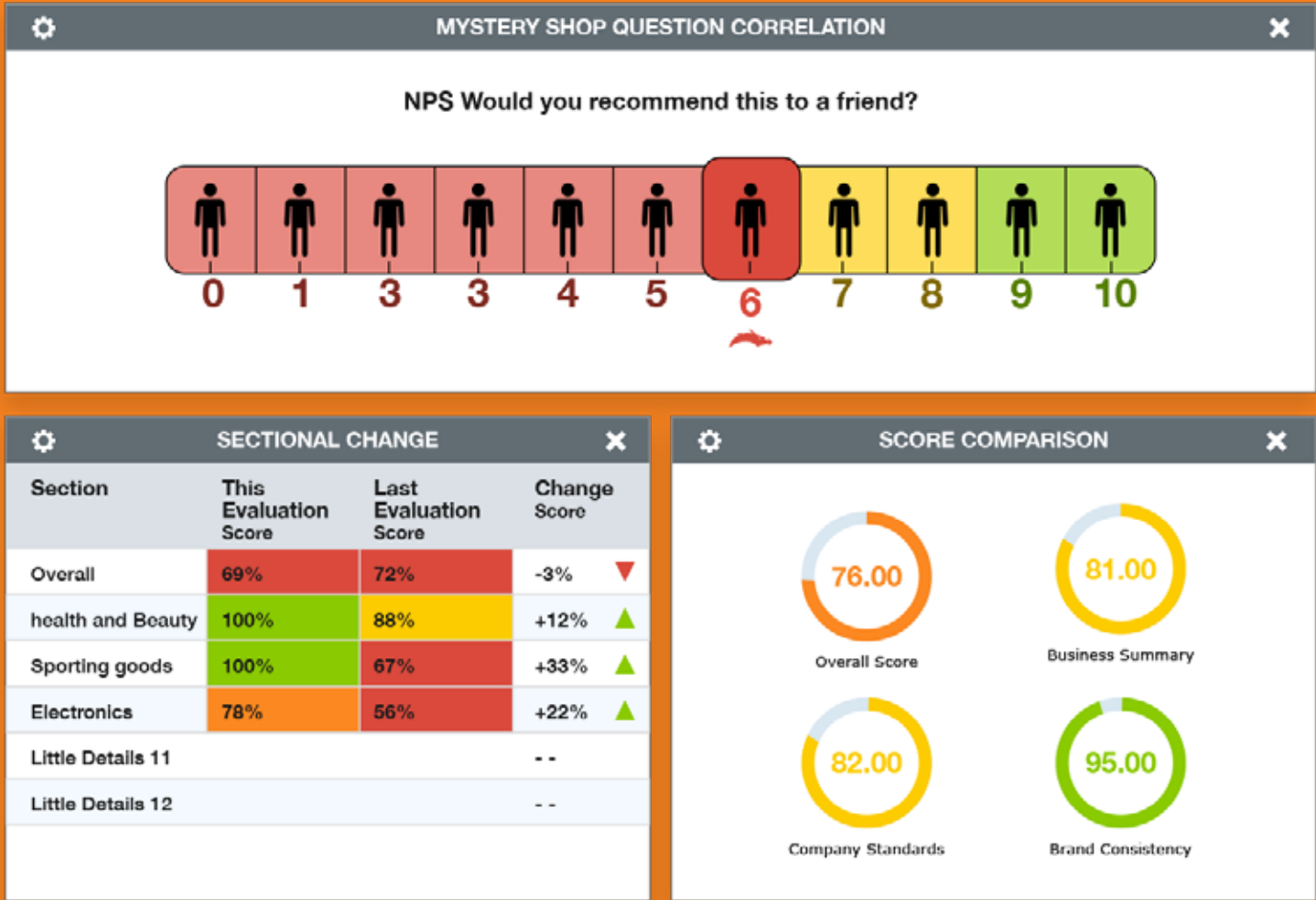
Give your clients more than mystery shopping!

SASSIE's SMM (Social Media Monitoring) collects reviews and feedback from multiple sources and displays them right on their Dragon Shop Views.

SMM can save your clients hours of tedious browsing and proactively alert them to issues that need attention and public comments that need responses.



The evolution of the single shop view: Chameleon gives way to Dragon Shop Views, the most advanced shop view in the industry



Dragon Shop Views

We’re not going to hide it — we’re really excited about this one!

Dragon Dashboards have been our biggest hit of the decade, delighting clients with clean modern design, endless flexibility and deep analytic power. Now we bring those same qualities to the most viewed page in the system: the single shop view.

- Now your shop views can have a consistent, fully integrated user experience with Dragon Dashboards.
- All new widgets.
- Wider widget option for greater legibility of complex graphs.



Audits

Going after Audits (the fastest growing new revenue stream for mystery shopping companies)? SASSiE and Presto are ready with a brand new arsenal of tools to help launch you into this lucrative industry.

Instantly add the following services to your portfolio:

- Price audits
- Inventory/availability audits
- Marketing/merchandising audits
- First Party Audit (self-assessment)
- Second Party Compliance Audit





Make self-assessments an efficient revenue stream that requires no scheduling, no shoppers and no editing!

1st Party Audits

Help your clients evaluate their own performance with SASSIE's new 1st Party Audit Tools:

- Give access to the surveys using our new link distribution tools (external collaboration).
- Our progress calendar shows which locations/departments need more evaluations.
- Results can be displayed in Dragon (alongside mystery shopping results and social media monitoring).

Help your clients take action on issues revealed by mystery shops, 1st or 2nd party audits



Kaizen Action Plan

Become irreplaceable to your clients by creating a cycle of detecting issues / non-conformities, prescribing corrective action and tracking the resolution of those issues. Named after the famous Japanese concept of “continuous improvement”, Kaizen Action Plans automates this process, enforcing accountability and creating transparency throughout all levels of an organization.

- *Variable Criticality* settings allow clients to define which issues are the most urgent and require high priority for correction action.
- Tasks are automatically assigned to the proper operational managers.



Find shoppers for shops that couldn't get autoscheduled



Find Shopper

DESPERATE to fill a tough location? Our Find Shopper tool will display that unfilled location on a map with all of the nearby eligible shoppers. There's even a calendar tool so you can view availability for each shopper (including days they're booked and blackout dates) and you can add notes to any given shopper.

SHOPPER AVAILABILITY (100 shoppers matching your criteria)

May 2018 >>

	01 Tue	02 Wed	03 Thu	04 Fri	05 Sat	06 Sun	07 Mon	08 Tue	08 Wed	10 Thu	11 Fri	12 Sat	13 Sun	14 Mon
Alexander Harris														
Willow Rosenberg														
Anja Jenkins														
Dawn Summers														
Charles Gunn														
Tara Maclay														
Riley Finn														
Kendra Young														
Winifred Burkle														
Kaylee Frye														

Add citation for Anja Jenkins

Anja let us know she is available this weekend.

SaveCancel

A new kind of mystery shop for a new kind of client



Presto Insta-Shops

Mystery shops done fast, mobile & affordable

Get ahead of the curve before it gets ahead of you. Presto Insta-Shops are faster, easier and more affordable than classic mystery shops.

Offer a new kind of mystery shop to a new kind of client, the kind that was too small (or too cheap) for full fledged mystery shops.

Best of all, Insta-Shops are posted alongside SASSIE mystery shops on PrestoMap.com, guaranteeing maximum exposure to the biggest shopper platform in the world.

Features

- Instant Setup — get a project up in 10 minutes
- Instant posting to PrestoMap.com
- Instant Self Assign
- We handle Shopper Payment

Uses

- Mobile Mystery Shops
- Fast Response mystery shop followups
- Inventory, Price and Product Placement Checks
- Promotional / Advertising Execution
- Franchise or Legal Compliance
- Keep 'em on their toes!

Works with or without SASSIE!

Learn more at <http://insta.prestometrics.com>



No client is too small when Insta-Shops handles all the work for you



Presto Self-Serve Shops

Set up your online store front and let clients order Insta-Shops themselves

Turning away the small clients? Turn them on to Self Serve Insta-Shops instead!

It couldn't be easier:

1) Select and customize one of our pre-built store fronts (or design your own for free — it's just a normal web page)

2) Create surveys for the shops you want to sell (e.g. Restaurant, Retail, Inventory, etc.) and add links to them to your store front

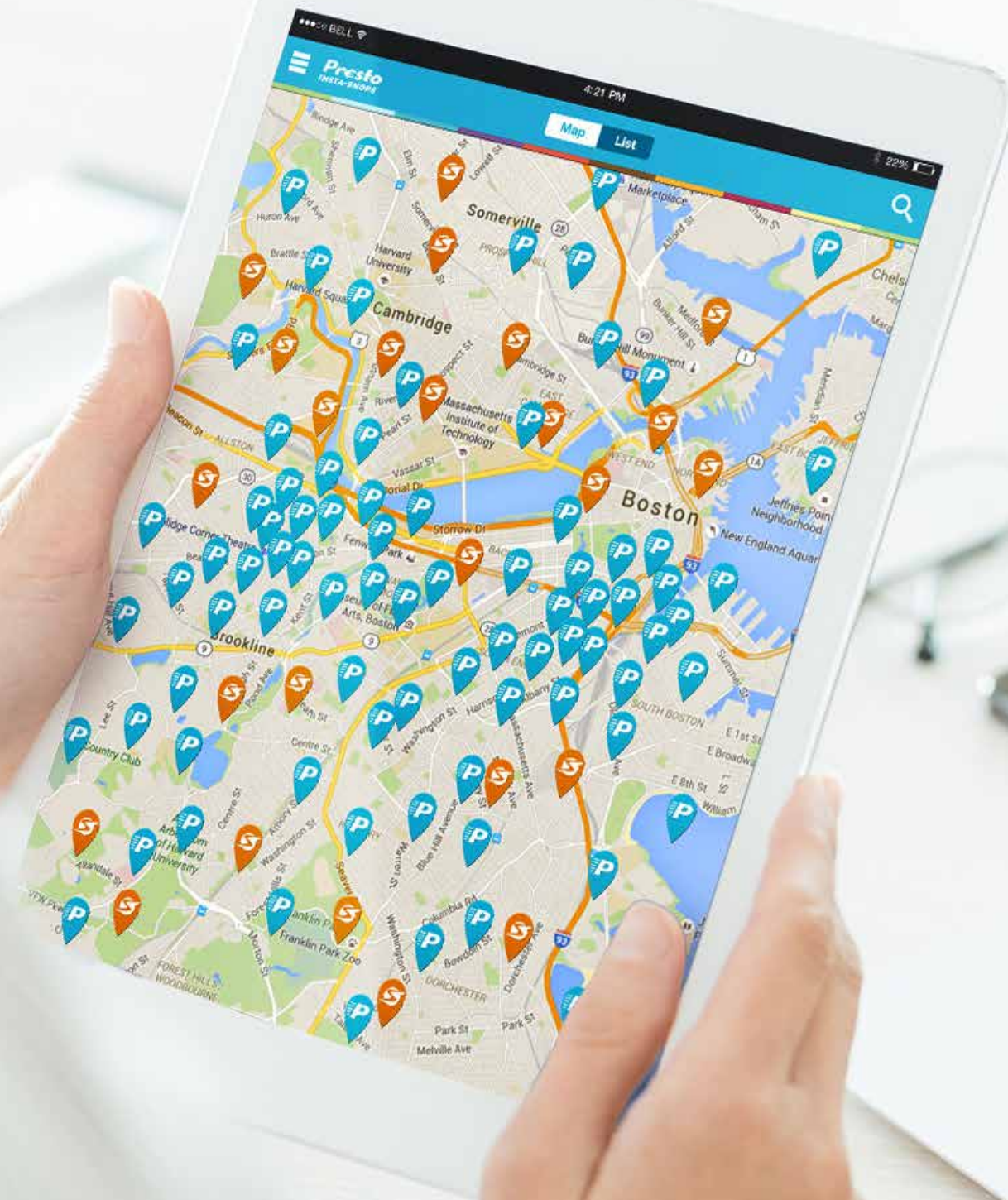
3) Presto handles it from there:

- Presto charges the client's credit card
- Presto schedules the shop through PrestoMap.com
- Presto provides the reporting and alerts
- Presto pays the shopper

...and Presto pays you!



**Reach the most shoppers...
on the device they use the most!**



PrestoMap.com

Your shops on a mobile friendly map

Your best shoppers are always on the go — let them find all of your nearby shops right from their devices.

We have the highest shop volume in the industry — make sure your shops are seen by more shoppers in more locations.



GeoVerify

GPS Location and Time Verification

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



Design your own themes like a pro!



Theme Commander 3

Custom tailor all of your clients' web portals

Instantly overhaul the entire look for any of your clients — no design ability required!

Tailor your themes for each client's branding and aesthetics OR build a consistent theme for your entire system.

Our intuitive interface makes theme building easy and quick.

Customize everything your client sees:

- Background color
- Logos
- Headers and footers
- Buttons
- Text



The #1 system in the mystery shopping industry, now in its 20th year!

- ★ Used by over 150 mystery shopping companies
- ★ Over 20,000 clients
- ★ Over 150 countries
- ★ Over 3 million registered shoppers
- ★ Over 390 million shop posting emails sent every year
- ★ 500-800 custom projects handled every year

Testimonials from our partners

- ✦ SASSIE is the true industry leader. One of the rare times where the BIGGEST is also the BADDEST... and the BEST.
— Josh Stern, Reality Based Group
- ✦ Ten years ago, our move from developing our own internal software to the SASSIE platform freed us to focus on our core business: expert execution of complex mystery shopping programs. The move gave us the flexibility to custom build programs exactly as clients wanted them, in hours or days, not weeks.
— Elaine Buxton, CEO, Confero, Inc.
- ✦ SurfMerchants helped us win our largest client to date! We were thrilled with Lily and her team — they worked around the clock and flew in to present with us in person. We could not be happier!
— Lise D'Andrea, President and CEO, Customer Service Experts, Inc.
- ✦ 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
- ✦ SASSIE is supported by a team of passionate, helpful and customer focused experts to guide our business through every mystery shopping eventuality. SASSIE is the platform that gives us the edge in a highly competitive market.
— Catherine Van Veen, Managing Director, Personally Recommended

