

ORDER FORM

ERLMS Mystery Shopper Programmes

ERLMS Mystery Shopper Programme Manuals on Sale

Intent of ERLMS Mystery Shopper Programmes

The purpose behind the concept of ERLMS Mystery Shopper Programmes is to give retailers a cost effective means to finding out their customers' perceptions of their business, as part of business performance and service improvement management. The programmes are for purchase by retail companies, enabling them to acquire a cost effective and efficient mechanism to carry out their own mystery shopper survey exercise as and when needed.

Each Standard ERLMS Mystery Shopper Programme is in the form of a softcopy handbook comprising of details to guide you, as a purchaser, towards executing each process of a mystery shopper survey exercise. Tools, samples, templates and examples are given as parts of each programme. Companies have the option to request for ERLMS' assistance, if desired. The pricing for the standard programme does not include any consulting advice or service from ERLMS.

Processes included in each ERLMS Mystery Shopper Programme

Each standard ERLMS Mystery Shopper Programme encompasses 16 comprehensive processes, as stated below. All information and contents included in each process are specific to each retail sector.

- Process 1 Client to brief ERLMS consultants about its company's business nature, operations and company objectives.
Process 2 Client with help from ERLMS chooses the most appropriate programme (1 out of the 4 retail sector programmes) on offer - retail stores, fast food chain, hotels and banks.
Process 3 ERLMS to provide a copy of "ERLMS Mystery Shopper Questionnaire", as part of the handbook.
Process 4 Client, if required, to modify the "ERLMS Mystery Shopper Questionnaire" to meet its company's specific requirements.
Process 5 ERLMS to provide suggestions on "How to Identify and Select Shopping Locations, Stores, Business Premises or Outlets to be Surveyed", as part of the handbook.
Process 6 ERLMS to include a sample copy of "Instructions and Guidelines to Mystery Shoppers", as part of the handbook.
Process 7 ERLMS to provide suggestions on "Defining Mystery Shopper Profiles", as part of the handbook.
Process 8 ERLMS to provide suggestions on "Tips to Mystery Shoppers", as part of the handbook.
Process 9 ERLMS to include information about "Payment Policies Commonly Used to Compensate Mystery Shoppers", as part of the handbook.
Process 10 ERLMS to provide a sample copy of "Mystery Shopper Job Advertisement", as part of the handbook.
Process 11 ERLMS to include a sample copy of "Mystery Shopper Enrolment Form", as part of the handbook.
Process 12 ERLMS to include a brief on "Selection and Recruitment of Mystery Shoppers", as part of the handbook.
Process 13 ERLMS to include a module on "Training of Mystery Shoppers", as part of the handbook.
Process 14 ERLMS to include comprehensive explanations about "Steps Involved in Analysing and Evaluating Data Collected", and a detailed example "Guide to Analysis - Example", as part of the handbook.
Process 15 ERLMS to include comprehensive examples and templates on "How Best to Report and Present Results and Findings", as part of the handbook.
Process 16 ERLMS to include examples of "Recommendations for Improvements" and to illustrate areas to look into when developing recommendations (examples are based on the findings of the sample data used in the analysis process), as part of the handbook.

Services and Fees

We cater to our clients' needs and are flexible in our approach, you can opt to purchase the standard programme at a fixed one time fee and do the exercise yourself or you can use our consulting assistance in all or part of the processes involved in the mystery shopper exercise. The fee to be charged for consulting advice depends on the services and processes that you wish us to be involved in.

Please tick the retail programme you wish to purchase: Retail Stores Fast Food Chain Hotels Banks

Please indicate your "Ordering Preference" by ticking Option 1, 2 or 3:

Option 1: I wish to purchase the standard programme, in the form of a softcopy handbook with no consulting advice, at a fixed one time fee of **US\$9,600** (this special fee is only applicable for **orders received on and before December 31, 2009**) and implement the mystery shopper programme myself. **For orders received after December 31, 2009, the normal fee of US\$16,000 is charged for each standard programme.**

Option 2: I wish to use ERLMS' expertise skills to get customised service for the complete programme, i.e. I require consulting services for Process 1 to 16.

Option 3: I wish to use ERLMS' expertise skills to help in selected processes included in the standard programme, as indicated below.
Please tick boxes to indicate the processes where assistance is required:

- Process 1 Process 2 Process 3 Process 4 Process 5 Process 6 Process 7 Process 8
 Process 9 Process 10 Process 11 Process 12 Process 13 Process 14 Process 15 Process 16

Please note that the pricing for Option 2 and Option 3 will be provided upon request.

To order, please complete the below and fax this page back to Ryan Leong on **60-3-6203-2401**.

Name: _____ Position Title: _____

Company Name: _____

Company Address: _____

Fax: _____ Tel: _____ Email: _____

Signature: _____ Date: _____

Terms and Conditions of Use

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Please sign to indicate that you agree with the Terms and Conditions of Use: _____

Payment Instruction

We only accept Direct Transfer of payment. Please note that the pricing is in US Dollars and that all payments are to be in US Dollars. All payments made are non-refundable. Upon receiving the signed fax copy of your Order Form, we will email you details of where to Transfer the Payment to.

Please complete and sign the Order Form, and fax the Signed Order Form back to Ryan Leong on **60-3-6203-2401 to confirm your order.**

We will email you the programme within 10 working days of receiving the order and upon clearance of the order payment. For Ordering Enquiries, Mystery Shopper Consulting Assistance and other ERLMS services, please email us on **enquiry@erlms.com**.