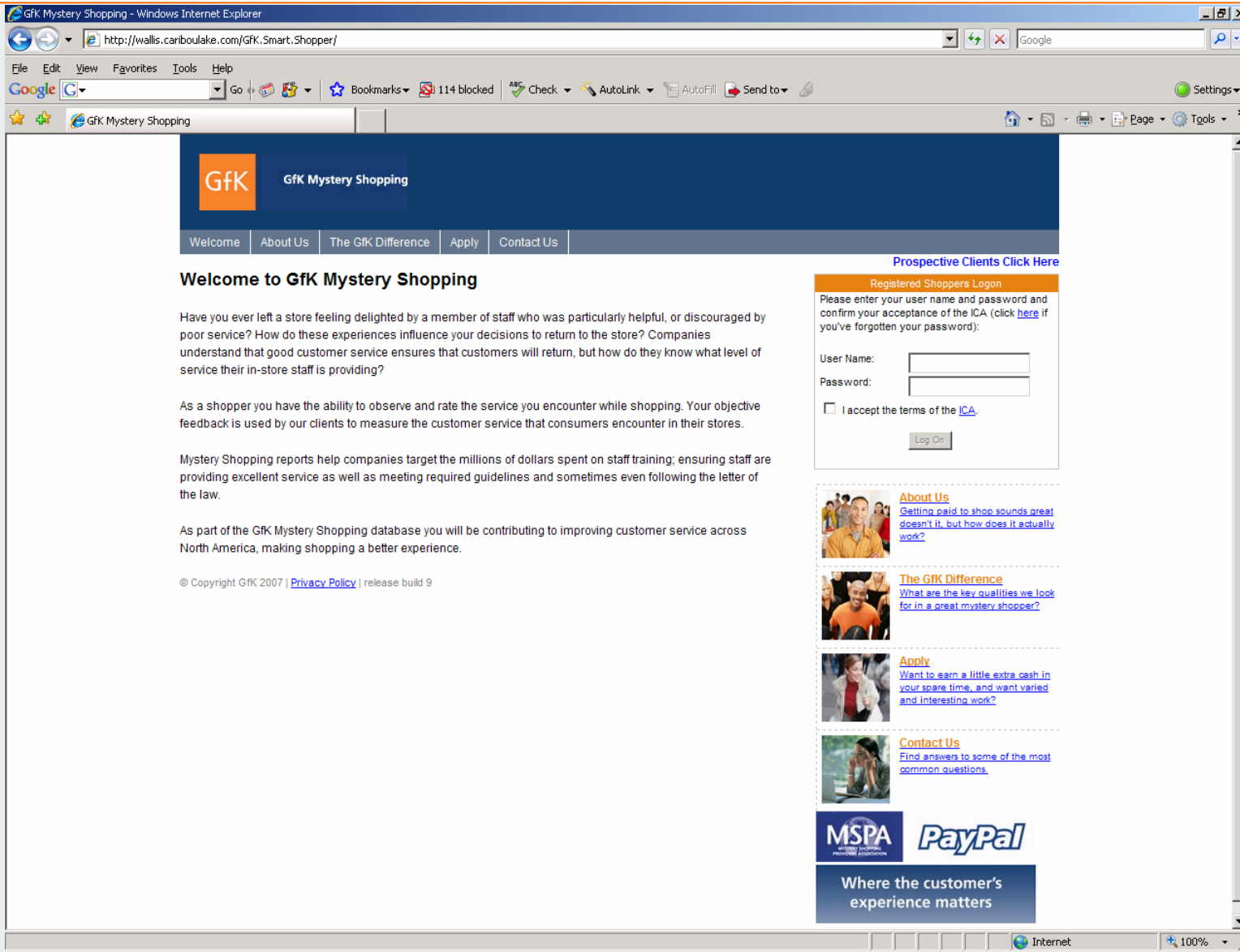


Shopper Management Module of GfK SMART Supports All Communication with Shoppers (from Recruitment & Training up to Projects)



The screenshot shows a web browser window displaying the GfK Mystery Shopping website. The browser's address bar shows the URL <http://walls.cariboulake.com/GfK.Smart.Shopper/>. The website has a dark blue header with the GfK logo and navigation links: Welcome, About Us, The GfK Difference, Apply, and Contact Us. The main content area is titled "Welcome to GfK Mystery Shopping" and contains several paragraphs of text. On the right side, there is a "Registered Shoppers Logon" section with a login form and a "Log On" button. Below the login form are four promotional boxes with images and text: "About Us", "The GfK Difference", "Apply", and "Contact Us". At the bottom of the page, there are logos for MSPA and PayPal, and a blue box with the text "Where the customer's experience matters". The browser's status bar at the bottom shows "Internet" and "100%" zoom.

GfK Mystery Shopping - Windows Internet Explorer
http://walls.cariboulake.com/GfK.Smart.Shopper/
File Edit View Favorites Tools Help
Google G Go Bookmarks 114 blocked Check AutoLink AutoFill Send to Settings
GfK Mystery Shopping

GfK GfK Mystery Shopping
Welcome About Us The GfK Difference Apply Contact Us

Welcome to GfK Mystery Shopping

Have you ever left a store feeling delighted by a member of staff who was particularly helpful, or discouraged by poor service? How do these experiences influence your decisions to return to the store? Companies understand that good customer service ensures that customers will return, but how do they know what level of service their in-store staff is providing?

As a shopper you have the ability to observe and rate the service you encounter while shopping. Your objective feedback is used by our clients to measure the customer service that consumers encounter in their stores.

Mystery Shopping reports help companies target the millions of dollars spent on staff training; ensuring staff are providing excellent service as well as meeting required guidelines and sometimes even following the letter of the law.

As part of the GfK Mystery Shopping database you will be contributing to improving customer service across North America, making shopping a better experience.

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Prospective Clients Click Here

Registered Shoppers Logon
Please enter your user name and password and confirm your acceptance of the ICA (click [here](#) if you've forgotten your password):

User Name:
Password:

I accept the terms of the [ICA](#).

About Us
[Getting paid to shop sounds great doesn't it, but how does it actually work?](#)

The GfK Difference
[What are the key qualities we look for in a great mystery shopper?](#)

Apply
[Want to earn a little extra cash in your spare time, and want varied and interesting work?](#)

Contact Us
[Find answers to some of the most common questions.](#)

MSPA **PayPal**

Where the customer's experience matters

