



Memory Lane Hallmark
1350 Galloping Hill Road, Suite D
Union, NJ 07083



Memory Lane Hallmark Secret Shopper Program Thanks for Being Our Secret Shopper!

It's a great way for you to raise money for your organization while helping us maintain a high level of customer service.

Please be assured, this exercise is not designed to find fault or to get anyone into trouble. It is simply to help us monitor our levels of customer service. All of our staff have seen this form and know that it is being used regularly. It is being used so you, our customers, consistently get the finest service available.

A few quick guidelines to make your secret shopper experience easier:

1. Spend a minute or two reviewing the form before you go in. That way you'll know what you are looking for and the whole thing will be a lot easier.
2. Don't spend too much time considering your answers, let your first impressions guide you. Just be honest. Please feel free to add any other feedback you feel might be useful to us. What you think is very important to us!
3. Fill out the form and mail it in the enclosed addressed envelope as soon as you get home from your shopping trip. The experience will be fresh in your mind, your responses will be more accurate and procrastination won't get a chance to set in. Please staple your sales receipt to the form.

Feel free to call me if you have any questions or comments. Your feedback is greatly appreciated.

Sincerely,

A handwritten signature in black ink that reads 'Paul L. Stevens'.

Paul Stevens – Owner, Memory Lane Hallmark
26 Longfield Drive, Hillsborough, NJ 08844 (Residence address for returning forms)
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Mobile (908) 655-7816 Fax (908) 325-0260

P.S. – **Shhhhhh! It's a secret!** Remember not to tell the employee helping you that you are a Secret Shopper. The idea of this program is to check the regular, everyday service levels we are giving – not the super-duper red carpet treatment you might get if they knew who you were. Thanks!