



**MYSTERY**  
**MEDIA PRO**

## **Keep the Mystery in Mystery Shopper**

As Mystery Shoppers, you must remain a secret. The goal is to portray a regular, everyday customer. Mystery Shoppers are not supposed to reveal that they are actually evaluating the customer service. The data you submit to the MSPs is compromised if the target suspects they are being mystery shopped. Mystery Shoppers are responsible for making sure they don't get busted while they are performing the shop. Recording the interaction is a great way to document the experience. It can also protect the mystery shopper from clients who dispute the submitted reports. The proof is in the video, but don't get caught!

- DO NOT complete a shop with Mystery Media Pro until you are comfortable. Practice, Practice, Practice!
- If you "just don't feel comfortable" recording with the cell phone please consider purchasing a Lawmate PV500/Button Cam Combo from [MysteryShopping.com](http://MysteryShopping.com).
- Dim your screen before recording with Mystery Media Pro.
- Use a wallet case or wristlet
- Pop-sockets help grip the phone and hold it in a natural way.
- PRACTICE when you are not actually doing a shop.
- Go to a store. Walk around with the phone in your hand. Notice how you already would carry the phone if you weren't recording, then tweak it and tilt it to achieve quality angles.
- Ladies - leave your larger purses at home. If you have a purse AND carry the phone in your hand it can raise suspicion. I even hold my keys and my phone in the same hand.
- If you choose to place the phone in a shirt pocket, use the front camera option and dim your screen.
- When entering a location, make sure the phone is in your left hand. This will keep your right hand available for a handshake.
- Don't be afraid to set the phone down while filling in a guest card. These few seconds shouldn't fail a shop.
- PRACTICE! PRACTICE! PRACTICE!



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- Remember, the camera can face the target while you are not facing the target.
- Hold the phone low, at your side or waist and tilt the phone up to capture the target.
- Use your lap, the desk, a counter top, etc as a place to comfortably rest the phone while still pointing it towards the target.
- Always get yourself set and engaged with the target, then adjust the phone.
- If you are given a brochure, carry it in the same hand as the phone but don't block the camera.
- DO NOT hold the phone right in front of your body. It can be held SO MANY different ways while still achieving quality angles.
- PRACTICE, PRACTICE, PRACTICE!!!!
- REMEMBER: Put your phone in airplane mode before using the app.
- iPhone users: Set your screen auto lock to never.
- Pushing the buttons on the side of the phone can stop the recording. The app uses your phone's video camera so anything that would interrupt a normal video recording will also interrupt recording through Mystery Media Pro.
- PRACTICE! PRACTICE! PRACTICE!
- Be conscious about too much hand movement. "Talk" with your other hand.
- Don't use Mystery Media Pro until you are comfortable. Most Mystery Shoppers get busted because they "act strange" causing the target to look for hidden cameras.
- PRACTICE! PRACTICE! PRACTICE!