

October 18, 2010

,  
Rose Elliott  
4179 Wincrest  
Oakland Township, MI 48306

Dear Rose,

Thank you for volunteering to participate in the Rochester Downtown Development Authority Secret Shopper Program. The purpose of the program is to identify areas of strength and weakness in the level of customer service in Downtown Rochester. The goal is also to consistently give customers the finest service available. We have informed the participating business that a Secret Shopper would be coming in to evaluate their service, so they should be prepared.

Here's how it works:

1. Enclosed is a \$25.00 Downtown Rochester Gift Certificate to be used in your assigned business. ***Please attempt to spend the full amount of the gift certificate during your visit.***
2. You are assigned \_\_\_\_\_ located at \_\_\_\_\_ to shop between the week of \_\_\_\_\_ and \_\_\_\_\_.
3. Familiarize yourself with the survey questions prior to your visit.
4. Please be as specific as possible when filling out the survey form. ***Whenever possible, please provide comments on the survey form to support your ratings.*** Do not have the form visible while you are in your assigned business. The idea of the program is to check the regular, everyday service levels they are providing.
5. You will need to return the survey to the DDA office within (7) days of your visit. We have provided a self-addressed stamped envelope for your completed form.

Thank you again for your participation. If you have any questions, please feel free to contact the DDA office at 248/656-0060 or email Nancy@DowntownRochesterMI.com.

Sincerely,

Nancy F. Voges

Marketing Coordinator  
Rochester DDA