

The Rochester Downtown Development Authority is seeking volunteers to participate in the 2010 Secret Shopper Program. The purpose of the program is to recognize excellent customer service. The goal is also to identify areas of strength and weakness in the level of customer service in Downtown Rochester.

A number of businesses have signed up for the program and will be aware ahead of time that a Secret Shopper will be coming in to evaluate their service. Secret Shopping will take place between June 18 and July 30.

Here's how it works:

1. You may indicate from a list of businesses, your 1st, 2nd and 3rd choice to 'secret shop'.
2. The DDA will provide you with a \$25.00 Downtown Rochester Gift Certificate, the survey questions and instructions, and a time frame to visit the assigned business.
3. Your completed survey will need to be returned to the DDA office within (7) days of your visit.

If you are still interested in becoming one of our Secret Shoppers, I will email you a list of participating businesses to choose from. Please indicate your mailing address in your email. The Secret Shopper packet will be mailed to your home.

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