



October 7, 1999

SUBJECT: MYSTERY SHOPPER - FOCUS ON GIST

Our retail customers have more choices today than they've had in the past. They have choices among the products and services we offer and they have choices about who provides them. Making sure each customer leaves the retail counter satisfied with their purchase and experience is our focus.

There has been confusion in the past regarding Mystery Shopper Program and whether it establishes new requirements that are at opposition with GIST (Greet-Inquire-Suggest-Thank). The two programs support each other in our goal to improve the customer experience.

The Mystery Shopper Program provides information on our retail performance from a customer's perspective. All large retailers conduct some sort of mystery shop to help identify areas for improvement and ensure customer satisfaction.

What we require of employees when the customer is a mystery shopper is what is expected of them with every customer. It can be summarized within our GIST principles.

GIST Element

MYSTERY SHOPPER Element

**Greet**

Did the employee greet you pleasantly as soon as you reached the counter?

Did the employee smile and make eye contact?

**Inquire**

Did the employee ask how soon you wanted the item to get to its destination?

**Suggest**

Did the employee offer a specific class of mail?

Did the employee explain the features of the recommended class of mail?

Did the employee offer any special services?

Did the employee inform you that the USPS accepts credit and debit cards?

Did the employee suggest an additional item to purchase?

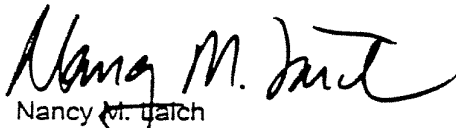
**Thank**


Did the employee thank you at the end of the transaction?

Clearly, when a customer comes in to purchase only a single stamp, the employee will not need to ask all questions listed above. However, if employees keep GIST principles in mind during every transaction, employees will ask appropriate questions during each transaction where it is applicable.

Any future changes to the mystery shopper question requirements will be consistent with GIST principles.

The Mystery Shopper represents the customer's experience at the time of the shop. GIST is a program that promotes improving the customer experience for every transaction. Mystery Shopper feedback can be a powerful tool for improving customer service as well as increasing revenue.

  
Nancy M. Hatch  
Manager  
Retail Workforce Strategies

  
C.J. "Cliff" Guffy  
Director, Clerk Division  
American Postal Workers  
Union, AFL-CIO