

NetMysteryShopper Complete Benchmark Report

DATE RANGE

FROM: April 2008

TO: June 2008

Reprocess

| Client Name | SHOP SCORES | | Avg Resp. Score | RESPONSE METHOD | | | | RESPONDED BY EMAIL BREAKDOWN | | | | | |
|-------------------------|-----------------------------|---------------------------|-----------------|-----------------|---------------|--------------|-----------------|------------------------------|---------------|--------------|---------------|--------------|--------------|
| | Avg Ellipse Follow-Up Score | Avg Message Content Score | | No Resp. | By Email | By Phone | By Other Method | in 0-3 hrs | in 3-8 hrs | in 8-24 hrs | in 1-3 days | in 3-5 days | in 5+ days |
| NATIONAL AVERAGE | 80.34% | 50.24% | 61.63% | 37.10% | 62.50% | 0.00% | 0.40% | 52.90% | 22.58% | 8.39% | 12.90% | 1.94% | 1.29% |
| Company 0 | 75.00% | 26.67% | 33.33% | 66.67% | 33.33% | 0.00% | 0.00% | 0.00% | 100.00% | 0.00% | 0.00% | 0.00% | 0.00% |
| Company 1 | 62.50% | 0.00% | 0.00% | 100.00% | 0.00% | 0.00% | 0.00% | 0.00% | 0.00% | 0.00% | 0.00% | 0.00% | 0.00% |
| Company 2 | 50.00% | 80.00% | 90.00% | 0.00% | 100.00% | 0.00% | 0.00% | 0.00% | 0.00% | 0.00% | 100.00% | 0.00% | 0.00% |
| Company 3 | 75.00% | 0.00% | 0.00% | 100.00% | 0.00% | 0.00% | 0.00% | 0.00% | 0.00% | 0.00% | 0.00% | 0.00% | 0.00% |
| Company 4 | 100.00% | 100.00% | 112.50% | 0.00% | 100.00% | 0.00% | 0.00% | 100.00% | 0.00% | 0.00% | 0.00% | 0.00% | 0.00% |
| Company 5 | 87.50% | 30.00% | 50.00% | 50.00% | 50.00% | 0.00% | 0.00% | 100.00% | 0.00% | 0.00% | 0.00% | 0.00% | 0.00% |
| Company 6 | 75.00% | 60.00% | 115.00% | 0.00% | 100.00% | 0.00% | 0.00% | 0.00% | 0.00% | 0.00% | 100.00% | 0.00% | 0.00% |
| Company 7 | 66.67% | 53.33% | 63.33% | 33.33% | 66.67% | 0.00% | 0.00% | 0.00% | 50.00% | 0.00% | 50.00% | 0.00% | 0.00% |
| Company 8 | 75.00% | 0.00% | 0.00% | 100.00% | 0.00% | 0.00% | 0.00% | 0.00% | 0.00% | 0.00% | 0.00% | 0.00% | 0.00% |
| Company 9 | 75.00% | 60.00% | 100.00% | 0.00% | 100.00% | 0.00% | 0.00% | 100.00% | 0.00% | 0.00% | 0.00% | 0.00% | 0.00% |
| Company 10 | 79.17% | 50.00% | 61.67% | 33.33% | 66.67% | 0.00% | 0.00% | 50.00% | 25.00% | 0.00% | 0.00% | 25.00% | 0.00% |
| Company 11 | 100.00% | 80.00% | 90.00% | 0.00% | 100.00% | 0.00% | 0.00% | 0.00% | 0.00% | 0.00% | 100.00% | 0.00% | 0.00% |
| Company 12 | 25.00% | 80.00% | 100.00% | 0.00% | 100.00% | 0.00% | 0.00% | 100.00% | 0.00% | 0.00% | 0.00% | 0.00% | 0.00% |
| Company 13 | 95.31% | 71.25% | 85.63% | 12.50% | 81.25% | 0.00% | 6.25% | 15.38% | 23.08% | 53.85% | 0.00% | 0.00% | 7.69% |
| Company 14 | 75.68% | 49.73% | 74.32% | 24.32% | 75.68% | 0.00% | 0.00% | 60.71% | 25.00% | 0.00% | 14.29% | 0.00% | 0.00% |
| Company 15 | 57.14% | 34.29% | 57.14% | 42.86% | 57.14% | 0.00% | 0.00% | 25.00% | 25.00% | 50.00% | 0.00% | 0.00% | 0.00% |
| Company 16 | 55.00% | 28.00% | 38.00% | 60.00% | 40.00% | 0.00% | 0.00% | 0.00% | 50.00% | 0.00% | 50.00% | 0.00% | 0.00% |
| Company 17 | 100.00% | 0.00% | 0.00% | 100.00% | 0.00% | 0.00% | 0.00% | 0.00% | 0.00% | 0.00% | 0.00% | 0.00% | 0.00% |
| Company 18 | 25.00% | 60.00% | 100.00% | 0.00% | 100.00% | 0.00% | 0.00% | 100.00% | 0.00% | 0.00% | 0.00% | 0.00% | 0.00% |
| Company 19 | 87.50% | 20.00% | 50.00% | 50.00% | 50.00% | 0.00% | 0.00% | 0.00% | 100.00% | 0.00% | 0.00% | 0.00% | 0.00% |
| Company 20 | 75.00% | 40.00% | 100.00% | 0.00% | 100.00% | 0.00% | 0.00% | 0.00% | 100.00% | 0.00% | 0.00% | 0.00% | 0.00% |
| Company 21 | 100.00% | 60.00% | 80.00% | 0.00% | 100.00% | 0.00% | 0.00% | 0.00% | 0.00% | 0.00% | 100.00% | 0.00% | 0.00% |
| Company 22 | 50.00% | 100.00% | 100.00% | 0.00% | 100.00% | 0.00% | 0.00% | 100.00% | 0.00% | 0.00% | 0.00% | 0.00% | 0.00% |
| Company 23 | 62.50% | 60.00% | 95.00% | 0.00% | 100.00% | 0.00% | 0.00% | 0.00% | 50.00% | 0.00% | 50.00% | 0.00% | 0.00% |
| Company 24 | 58.70% | 7.83% | 12.61% | 86.96% | 13.04% | 0.00% | 0.00% | 66.67% | 0.00% | 0.00% | 33.33% | 0.00% | 0.00% |
| Company 25 | 66.67% | 53.33% | 63.33% | 33.33% | 66.67% | 0.00% | 0.00% | 50.00% | 0.00% | 0.00% | 50.00% | 0.00% | 0.00% |
| Company 26 | 100.00% | 80.00% | 100.00% | 0.00% | 100.00% | 0.00% | 0.00% | 100.00% | 0.00% | 0.00% | 0.00% | 0.00% | 0.00% |
| Company 27 | 50.00% | 0.00% | 0.00% | 100.00% | 0.00% | 0.00% | 0.00% | 0.00% | 0.00% | 0.00% | 0.00% | 0.00% | 0.00% |
| Company 28 | 100.00% | 0.00% | 0.00% | 100.00% | 0.00% | 0.00% | 0.00% | 0.00% | 0.00% | 0.00% | 0.00% | 0.00% | 0.00% |
| Company 29 | 87.50% | 70.00% | 112.50% | 0.00% | 100.00% | 0.00% | 0.00% | 50.00% | 0.00% | 50.00% | 0.00% | 0.00% | 0.00% |
| Company 30 | 100.00% | 52.00% | 85.00% | 20.00% | 80.00% | 0.00% | 0.00% | 100.00% | 0.00% | 0.00% | 0.00% | 0.00% | 0.00% |
| Company 31 | 62.50% | 40.00% | 50.00% | 50.00% | 50.00% | 0.00% | 0.00% | 0.00% | 100.00% | 0.00% | 0.00% | 0.00% | 0.00% |
| Company 32 | 50.00% | 0.00% | 0.00% | 100.00% | 0.00% | 0.00% | 0.00% | 0.00% | 0.00% | 0.00% | 0.00% | 0.00% | 0.00% |
| Company 33 | 50.00% | 0.00% | 0.00% | 100.00% | 0.00% | 0.00% | 0.00% | 0.00% | 0.00% | 0.00% | 0.00% | 0.00% | 0.00% |
| Company 34 | 87.50% | 10.00% | 10.00% | 90.00% | 10.00% | 0.00% | 0.00% | 0.00% | 100.00% | 0.00% | 0.00% | 0.00% | 0.00% |
| Company 35 | 94.93% | 82.03% | 85.36% | 13.04% | 86.96% | 0.00% | 0.00% | 66.67% | 21.67% | 3.33% | 5.00% | 1.67% | 1.67% |
| Company 36 | 100.00% | 0.00% | 0.00% | 100.00% | 0.00% | 0.00% | 0.00% | 0.00% | 0.00% | 0.00% | 0.00% | 0.00% | 0.00% |
| Company 37 | 75.00% | 26.67% | 30.00% | 66.67% | 33.33% | 0.00% | 0.00% | 0.00% | 0.00% | 0.00% | 100.00% | 0.00% | 0.00% |
| Company 38 | 75.00% | 60.00% | 100.00% | 0.00% | 100.00% | 0.00% | 0.00% | 100.00% | 0.00% | 0.00% | 0.00% | 0.00% | 0.00% |
| Company 39 | 90.00% | 12.00% | 20.00% | 80.00% | 20.00% | 0.00% | 0.00% | 0.00% | 100.00% | 0.00% | 0.00% | 0.00% | 0.00% |
| Company 40 | 75.00% | 80.00% | 90.00% | 0.00% | 100.00% | 0.00% | 0.00% | 0.00% | 0.00% | 0.00% | 100.00% | 0.00% | 0.00% |
| Company 41 | 50.00% | 60.00% | 80.00% | 0.00% | 100.00% | 0.00% | 0.00% | 0.00% | 0.00% | 0.00% | 100.00% | 0.00% | 0.00% |

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|------------|---------|--------|---------|---------|---------|-------|-------|---------|--------|---------|--------|--------|-------|
| Company 42 | 66.67% | 0.00% | 0.00% | 100.00% | 0.00% | 0.00% | 0.00% | 0.00% | 0.00% | 0.00% | 0.00% | 0.00% | 0.00% |
| Company 43 | 25.00% | 60.00% | 100.00% | 0.00% | 100.00% | 0.00% | 0.00% | 100.00% | 0.00% | 0.00% | 0.00% | 0.00% | 0.00% |
| Company 44 | 87.50% | 30.00% | 50.00% | 50.00% | 50.00% | 0.00% | 0.00% | 0.00% | 0.00% | 100.00% | 0.00% | 0.00% | 0.00% |
| Company 45 | 25.00% | 0.00% | 0.00% | 100.00% | 0.00% | 0.00% | 0.00% | 0.00% | 0.00% | 0.00% | 0.00% | 0.00% | 0.00% |
| Company 46 | 100.00% | 0.00% | 0.00% | 100.00% | 0.00% | 0.00% | 0.00% | 0.00% | 0.00% | 0.00% | 0.00% | 0.00% | 0.00% |
| Company 47 | 79.17% | 66.67% | 74.17% | 16.67% | 83.33% | 0.00% | 0.00% | 40.00% | 20.00% | 0.00% | 20.00% | 20.00% | 0.00% |

* Representing 248 shopping reports