

NetMysteryShopper Complete Benchmark Report

DATE RANGE

FROM: January 2009

TO: March 2009

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	68.63%	52.73%	72.15%	26.53%	73.21%	0.00%	0.27%	54.71%	24.28%	7.61%	10.14%	2.54%	0.72%
Company 0	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 1	75.00%	60.00%	100.00%	0.00%	100.00%	0.00%	0.00%	50.00%	50.00%	0.00%	0.00%	0.00%	0.00%
Company 2	87.50%	60.00%	85.00%	0.00%	100.00%	0.00%	0.00%	50.00%	0.00%	0.00%	0.00%	50.00%	0.00%
Company 3	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 4	100.00%	70.00%	90.00%	0.00%	100.00%	0.00%	0.00%	50.00%	0.00%	0.00%	50.00%	0.00%	0.00%
Company 5	58.33%	26.67%	23.33%	66.67%	33.33%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	100.00%	0.00%
Company 6	67.86%	58.57%	85.00%	14.29%	85.71%	0.00%	0.00%	58.33%	33.33%	0.00%	8.33%	0.00%	0.00%
Company 7	75.00%	90.00%	95.00%	0.00%	100.00%	0.00%	0.00%	0.00%	50.00%	0.00%	50.00%	0.00%	0.00%
Company 8	25.00%	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 9	75.00%	36.36%	56.82%	36.36%	63.64%	0.00%	0.00%	71.43%	0.00%	0.00%	0.00%	14.29%	14.29%
Company 10	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 11	87.50%	80.00%	100.00%	0.00%	100.00%	0.00%	0.00%	50.00%	0.00%	50.00%	0.00%	0.00%	0.00%
Company 12	100.00%	60.00%	100.00%	0.00%	100.00%	0.00%	0.00%	0.00%	100.00%	0.00%	0.00%	0.00%	0.00%
Company 13	25.00%	60.00%	70.00%	0.00%	100.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	100.00%	0.00%
Company 14	100.00%	80.00%	100.00%	0.00%	100.00%	0.00%	0.00%	0.00%	100.00%	0.00%	0.00%	0.00%	0.00%
Company 15	79.17%	47.78%	68.61%	27.78%	72.22%	0.00%	0.00%	61.54%	15.38%	0.00%	15.38%	7.69%	0.00%
Company 16	58.33%	66.67%	100.00%	0.00%	100.00%	0.00%	0.00%	66.67%	33.33%	0.00%	0.00%	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	87.50%	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 19	52.08%	48.33%	83.33%	25.00%	75.00%	0.00%	0.00%	66.67%	33.33%	0.00%	0.00%	0.00%	0.00%
Company 20	90.28%	55.56%	71.39%	27.78%	72.22%	0.00%	0.00%	53.85%	23.08%	0.00%	23.08%	0.00%	0.00%
Company 21	75.00%	50.53%	73.95%	23.68%	73.68%	0.00%	2.63%	60.71%	25.00%	7.14%	3.57%	0.00%	3.57%
Company 22	48.44%	33.75%	55.00%	43.75%	56.25%	0.00%	0.00%	55.56%	11.11%	11.11%	22.22%	0.00%	0.00%
Company 23	75.00%	44.00%	60.00%	40.00%	60.00%	0.00%	0.00%	33.33%	66.67%	0.00%	0.00%	0.00%	0.00%
Company 24	37.50%	20.00%	50.00%	50.00%	50.00%	0.00%	0.00%	100.00%	0.00%	0.00%	0.00%	0.00%	0.00%
Company 25	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%
Company 26	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 27	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 28	17.50%	56.00%	82.50%	20.00%	80.00%	0.00%	0.00%	50.00%	37.50%	12.50%	0.00%	0.00%	0.00%
Company 29	50.00%	60.00%	90.00%	0.00%	100.00%	0.00%	0.00%	0.00%	0.00%	0.00%	100.00%	0.00%	0.00%
Company 30	56.25%	55.00%	72.50%	25.00%	75.00%	0.00%	0.00%	0.00%	33.33%	33.33%	33.33%	0.00%	0.00%
Company 31	50.00%	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 32	62.50%	30.00%	50.00%	50.00%	50.00%	0.00%	0.00%	0.00%	100.00%	0.00%	0.00%	0.00%	0.00%
Company 33	50.00%	40.00%	125.00%	0.00%	100.00%	0.00%	0.00%	100.00%	0.00%	0.00%	0.00%	0.00%	0.00%
Company 34	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 35	100.00%	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 36	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 37	75.00%	50.00%	75.00%	25.00%	75.00%	0.00%	0.00%	0.00%	100.00%	0.00%	0.00%	0.00%	0.00%
Company 38	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 39	70.00%	68.00%	96.00%	0.00%	100.00%	0.00%	0.00%	60.00%	0.00%	20.00%	20.00%	0.00%	0.00%
Company 40	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 41	50.00%	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 42	91.67%	40.00%	66.67%	33.33%	66.67%	0.00%	0.00%	50.00%	0.00%	50.00%	0.00%	0.00%	0.00%
Company 43	97.10%	88.41%	94.93%	4.35%	95.65%	0.00%	0.00%	69.70%	16.67%	10.61%	1.52%	1.52%	0.00%
Company 44	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 45	23.21%	36.19%	62.14%	35.71%	64.29%	0.00%	0.00%	40.74%	25.93%	11.11%	22.22%	0.00%	0.00%
Company 46	75.00%	60.00%	100.00%	0.00%	100.00%	0.00%	0.00%	0.00%	100.00%	0.00%	0.00%	0.00%	0.00%
Company 47	81.25%	45.00%	75.00%	25.00%	75.00%	0.00%	0.00%	66.67%	33.33%	0.00%	0.00%	0.00%	0.00%
Company 48	83.33%	53.33%	100.00%	0.00%	100.00%	0.00%	0.00%	66.67%	33.33%	0.00%	0.00%	0.00%	0.00%

Company 49	100.00%	60.00%	100.00%	0.00%	100.00%	0.00%	0.00%	0.00%	100.00%	0.00%	0.00%	0.00%	0.00%
Company 50	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 51	75.00%	20.00%	33.33%	66.67%	33.33%	0.00%	0.00%	0.00%	100.00%	0.00%	0.00%	0.00%	0.00%
Company 52	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 53	37.50%	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 54	70.00%	32.00%	60.00%	40.00%	60.00%	0.00%	0.00%	66.67%	16.67%	16.67%	0.00%	0.00%	0.00%
Company 55	100.00%	60.00%	125.00%	0.00%	100.00%	0.00%	0.00%	0.00%	100.00%	0.00%	0.00%	0.00%	0.00%
Company 56	50.00%	73.33%	100.00%	0.00%	100.00%	0.00%	0.00%	33.33%	66.67%	0.00%	0.00%	0.00%	0.00%
Company 57	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 58	67.86%	52.14%	69.29%	28.57%	71.43%	0.00%	0.00%	45.00%	20.00%	10.00%	20.00%	5.00%	0.00%

* Representing 377 shopping reports