Smith.ai Mystery Shopping AD LIB Worksheet

Welcome, Smith.ai Sleuths!

Your mission: Pose as a business owner and sign up for an AIR competitor! Stay undercover as you onboard a fictional or real company onto their AI answering service. Become a double agent in the exhilarating world of corporate espionage!

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-	Competitor I'm Investigating:	(e.g., Phonely, HeyRosie)			
-	Fake or Real Business I'm Using:				
-	First Impression of Their Website:				
	It's like walking into a	(e.g., "trading room floor").			
	Because it	(e.g., "looks sleek but confusing," "feels overly salesy").			
Step	2: The Onboarding Adventure				
As you	u sign up with your fake business, capture how	the competitor's system reacts:			
1.	When I entered my business name, their s	ystem (e.g., "asked for a			
	Google business profile" "asked for a website	e"). This felt (e.g., "seamless"			
	"unecessary") because				
2.	They asked me to	(e.g., "verify a phone number," "describe my business").			
	I fed them details about				
	Their AI responded like	(e.g., "a confused robot," "a cheery assistant").			
3.	A standout moment was when	(e.g., "their Al			
	reasoned about my business profile and answered intelligently").				
	It reminded me of	(e.g., "something we			
	tried at Smith.ai", "something a competitor or	nce did").			
4.	Their Al's vibe was	(e.g., "stiff and formal," "trying too hard to be hip").			
	Why? It	(e.g., "kept apologizing," "didn't catch my sarcasm").			

Step 3: Emotional Recon

How did the process feel as you played your fake business owner?

-	I was delighted when	l got annoyed when
	and If I	l were a real customer, l'd
Step	o 4: The "Aha" Breakthrough	
Reflec	ct on what this reveals about their onboardi	ng and how Smith.ai can shine:
-		(e.g., "super-fast form," "fun welcome email")
-		(e.g., "friendlier AI," "clearer steps").
-	wins").	(e.g., "Al needs to spot weird inputs," "simplicity
	Smith.ai could try	(e.g., "adding a humor filter," "streamlining X step").
Step	o 6: Final Debrief	
-		(e.g., "A quick but robotic ride.") (e.g., "Slick," "Clunky").
-	A question I'd ask their team:oddballs?")	(e.g., "How do you train your Al for
Notes	3:	