



Briefing Checklist



Welcome to Storecheckers

What follows is important information relating to your role with us and how we operate which you can refer to later. If anything is at all unclear, please speak with your project manager who will be happy to help.

Who are we?

- Storecheckers are a business with over 25 years of experience in the mystery shopping market. We provide independent market research programmes to a vast array of clients, to help support and improve targeted company standards, including staff performance, customer service, and customer loyalty.
- The clients we work with range from Tour Studios, to shopping centers, to vape shops, to gaming centers, and much more in between!

How we give you work

- When jobs are available, you may receive them in one of two ways
 - 1) Through contact with your project manager**
 - The project manager may email/call/message you when upcoming work is available, if we consider it suitable for you and near to your location, we will proactively reach out to you
 - Similarly, you're more than welcome to reach out to the project manager to enquire about any opportunities that may be available.
 - 2) Through the jobs board**
 - Storecheckers operate a jobs board, whereby any available work can be posted and you can "apply" for stores. When the jobs are posted, you will receive an email informing you of this, and you can follow the steps in order to apply for it. The project manager will then select – at times from a plethora of individuals – the correct person to complete the task. Distance, experience, and prior report quality will be taken into consideration.
- When the work is assigned, you will receive email confirmation of this. You will also be able to see the sites on your profile, after you sign in, by viewing the your Shop Log

Our communication channels with you

- We communicate mainly via email, so please make sure we aren't going into your junk/spam folders! This may be a direct email from a staff member, or may come from a generic Storecheckers inbox. We advertise our jobs via the jobs board and when one is applicable for you, you will receive an email advertising this shop.
- Our team are also available via WhatsApp. A list of the key contacts is at the bottom of the page.
- We have a WhatsApp community group that you are more than welcome to join – <https://chat.whatsapp.com/CTgABEWHUxLiFG0M4leaE> - this group is anonymous and only the admins (internal Storecheckers staff) can see any details. The aim is to provide information, quickly, about things such as new audits, new contacts, quizzes/surveys, and much more.



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- Once a month, towards the end of the month, you will receive a Storecheckers newsletter via email which will inform you of the following months work and news.

Our expectations of you

- We expect the following from all of our shoppers
 - **Commitment** – when work is agreed, unless there is an exceptional reason to the contrary, we expect this work to be carried out in the timeframe and to the deadline that you have agreed.
 - **Good communication** – we can't give you any work if we don't hear from you! Please always reach out to us with any questions about upcoming work, work assigned, or particularly if there is a problem with your work that you need us to be aware of. Don't put these questions off, the sooner you can get in touch, the better.
 - **High quality written English** - the reports you submit are utilized by the clients for re-training staff members, advising policies, and giving out business awards – and therefore, the more detail you can give, the better! Whilst we want you to keep the reports as concise as possible and only give relevant information, there does need to be full explanation to your answers and if ever we feel like the written quality isn't good enough, you will be asked to provide more evidence before we accept the report.
 - **To remain professional** – when you are completing work, you are representing Storecheckers, and therefore you must act with this in mind.

Planning your audits

Before completing any work, we recommend that you fully plan for your audits. The key things to plan in advance are:

- **Read the relevant guidelines**
 - Click into the report and download the guidelines that are attached to the link. Ensure you are reading these thoroughly and getting a clear understanding of what you will have to do for the task. If anything is unclear, please contact your relevant project manager and they will be able to support you
- **Read the report questions**
 - Have a detailed read through the shop report, taking in the questions you will be required to answer as part of your visit.
- **Create a notes template**
 - This should cover all of the relevant detail that you will need to collect for your shop. The aim of this template is to allow you to make instantaneous notes after completing your shop to increase the amount of detail you are able to remember.
- **Plan your route**
 - If you have multiple venues to visit in the same day, use a route planner to create the most efficient route to travel in. There are paid versions you can purchase; however, we would recommend either bing.com/maps or google.com/maps for free versions.



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If there is ever an occasion where you need to change the date of your visit, you need to let us know as soon as possible.

Completing your audits

- **Follow the guideline document**
 - You must complete the work in the framework provided. Please do not go off-piste or the work may be rejected.
- **Provide the relevant evidence**
 - Certain shops may require a receipt, a site photo, or alternative evidence to the completion of the work, and this will be listed within the guidelines. Ensure you are collecting this evidence. If you are unable to provide the required evidence, the work may not be accepted and you may not be paid for your visit.
- **Take accurate notes**
 - Using the pre-created notes template, take down thorough and accurate notes immediately after completion of the visit.

Submitting your audits

- You must submit your audit reports by the deadline agreed with your project manager. If you have any issues submitting your reports within this timeframe, please speak to the project manager immediately.
- Every report is reviewed by a specialist reviewer before being sent to our client. To help them out, please ensure, before you submit, you:
 - Double-check that the information provided is accurate. If any information is falsified, you will be immediately barred from completing any further work.
 - Ensure that all spelling and grammar is accurate. We recommend downloading and utilizing Grammarly to support you with this.
 - Remove any offensive language within the report. It's best to always err on the side of caution, and if you think anything COULD be deemed as offensive, please remove it.
- The higher the standard you complete your reports, the more likely we are to select you for future opportunities, so take care to put as much detail as possible into the report.

Pay and Expenses

This section will explain your audit pay and how we operate. If anything is unclear, please speak with your area manager who will be happy to help.

- **When will I be paid?**

Our payroll payments are scheduled on monthly basis. You will receive payment no later than the 10th of the following month. For example, for any audits completed during the month of



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April, payment will be made by 10th of May. If the 10th falls on a weekend, we will aim to process the payment on the last working day before the 10th.

- **What does my pay include?**

Your pay will consist of your agreed 'Job Pay' (Fee) and expenses where applicable eg. reclaimed products, entrance fees, public transport, accommodation or mileage. Your project manager will explain which types of tests are eligible to claim the expenses.

- **How do I view my pay?**

Once you have audits assigned to your account, you can view the pay and total expenses for each audit on the 'Your Shops' main view.

The initial view will only allow you to view the Job Pay amount and the date by when this audit was due.

Expand/Collapse All				
RECEIVED (ID: 123456) Due: 30/04/25	Client 1 Address 1	80.00		
RECEIVED (ID: 123457) Due: 31/03/25	Client 2 Address 1	20.00		

Upon Expansion, you will be able to view more information, like total pay, summarised expenses and pay date.

Account Status: THIS ACCOUNT IS ACTIVE

Email

Extended Shopper Profile: Update REQUIRED before you can apply for more assignments!

Tests and Qualifications

Shopper Citations 3 citations

My Shops

Show Filters

158 results found. Page: 1 2 3 4 Show 50 per page (10-99).

Expand/Collapse All

RECEIVED (ID: 123456)

Due: 30/04/25

ID# 123456

Survey Name

Start: 01/04/25

Due: 30/04/25

Submit Due: 15/04/25

Shop Date: 23/04/25

Submit Date: 26/04/25

Client 1

Address 1

Client 1

Address 1

Address 2

City, Postcode

Directions

80.00

PAID ON: 10/05/25

Fee: 80.00

Expenses: 131.70

TOTAL: 211.70

Comments

Help/Contact

Guidelines

RECEIVED (ID: 123457)

Due: 31/03/25

ID# 123457

Survey Name

Due: 31/03/25

Shop Date: 26/03/25

Submit Date: 26/03/25

Client 2

Address 1

Client 2

Address 1

Address 2

City, Postcode

Directions

20.00

PAID ON: 10/04/25

Fee: 20.00

TOTAL: 20.00

Comments

Help/Contact

Guidelines

- **How can I check for which audits I have been paid for?**

The 'paid on date' section on the 'Your Shops' tab is updated on the payment date during each payroll run. Any audits that are missing a 'paid on date' will not have been included in a payroll run yet and will be included in the next payroll run.

- **What should I do if I think my pay was incorrect?**

If you have any questions related to your pay, please email routes@storecheckers.co.uk, ensuring that you include your full name in your email.

- **Am I employed by Storecheckers?**



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No, you are not employed by Storecheckers. Storecheckers work engagements are on a self-employed basis. You will be paid via bank transfers, and it is your responsibility to complete a self-assessment and pay any applicable taxes if you meet the relevant eligibility criteria. This means that you will not receive payslip or P60 at the end of the financial year.

- **What should I do if I want to change my bank details?**

If you need to amend your bank details, please email routes@storecheckers.co.uk, ensuring that you include your full name in your email.

Your Expectations of us

We are here to work with you, to ensure you have the best possible experience whilst completing work with Storecheckers. Therefore, to name a few, you can expect from us:

- **Good, clear communication**
- **Open-ness and honesty**
- **Dedication and commitment**

Key contacts:

Emails

- Hello@storecheckers.co.uk
 - For initial enquires about Storecheckers and the jobs on offer.
- Routes@storecheckers.co.uk
 - For expenses, route and shop queries.
- Jeff.bawden@storecheckers.co.uk
 - The main operational project manager.
- davidsharples@servelegal.co.uk
 - If Jeff is unavailable/unable to respond, please contact Dave instead.

Mobile numbers

- Jeff Bawden – 07309933244; Dave Sharples - 07483027347