



# Evaluator Welcome Package

---

Part 1- Introduction	Part 2- Getting Started	Part 3- Selecting Missions	Part 4- Performing the Visit	Part 5- Payment
<ul style="list-style-type: none"><li>• What Albatross Evaluators Do</li><li>• Key Points to Remember</li></ul>	<ul style="list-style-type: none"><li>• Complete your profile</li><li>• General Certification</li></ul>	<ul style="list-style-type: none"><li>• Open Opportunities</li><li>• Applying for a Mission</li><li>• After You Have Been Selected</li><li>• Brand Certification</li></ul>	<ul style="list-style-type: none"><li>• Advance Preparation</li><li>• In the Store</li><li>• Submitting the Survey</li><li>• Guidelines for Survey Comments</li></ul>	<ul style="list-style-type: none"><li>• Invalid and Returned Surveys</li><li>• Payment Timelines</li><li>• Payment Methods</li></ul>

Albatross Evaluators share their experiences and opinions with luxury and premium brands.

By doing so, they:

- 1 Educate brands about consumer expectations, needs, and desires.
- 2 Give store managers and sales associates the information they need to provide better service.
- 3 Improve customer service in their area and around the world.

“

*Luxury brands do not sell handbags, watches, or shoes, they **sell the fulfillment of dreams and aspirations.** To do so, they must create relevant, distinctive, and memorable experiences for every customer they interact with. Through your evaluations, our clients are able to see what kind of experiences are really delivered in their stores, every day. Your contribution is what makes it possible for luxury brands to deliver on their promises and create experiences that are worthy of the term ‘luxury’.*

”

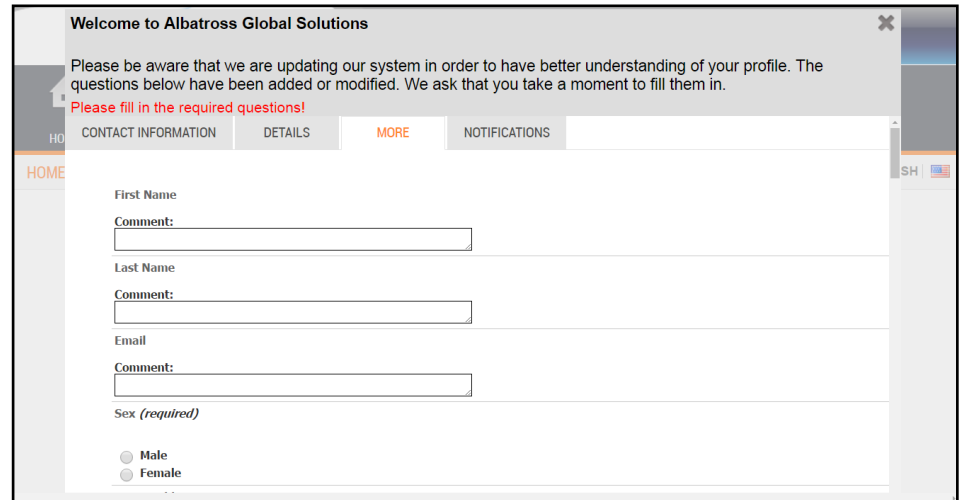
# Ten Key Points to Remember

1. Never reveal you are an Evaluator during or after the visit, and keep all materials pertaining to the visit confidential.
2. Keep your Albatross profile complete, accurate, and up-to-date.
3. Inform your coordinator as early as possible if you need to change the time or date of your evaluation.
4. Be as objective and detailed as possible in your comments.
5. Never make comments about a Sales Advisor's ethnicity, religious affiliation, or sexual orientation.
6. Do not apply for visits to any store where you, your friends, or your family members have worked.
7. Do not have another person perform your visit.
8. Always follow the designated scenario for the visit, such as the timing, location, target products, and specified questions.
9. Save your proof of visit for three months after submitting the survey.
10. Some Albatross missions will provide you with a product or with cash in advance that needs to be returned to your local coordinator after the mission is complete. Should you choose to accept such a mission, be sure to return the specified material promptly and as directed by your coordinator.

# Getting Started: Complete your Profile

When you first log in to your Albatross account, you may be asked to complete your extended profile. Please do so at your earliest convenience! The extended profile is necessary for us to accurately match you with the opportunities that interest you; if it is incomplete or inaccurate, you may receive offers for missions that are not right for you. The extended profile takes about 10 minutes to complete. In some locations, you are legally required to upload a scan of a photo ID in order to work with Albatross.

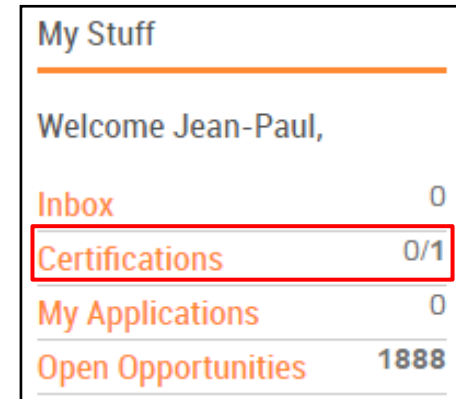
Please note that we keep all of your Information strictly confidential! We do not share access to our database with our clients, nor with any third parties.



The screenshot shows a web interface for completing a profile. At the top, a grey banner reads "Welcome to Albatross Global Solutions" with a close button. Below it, a message states: "Please be aware that we are updating our system in order to have better understanding of your profile. The questions below have been added or modified. We ask that you take a moment to fill them in." A red note says "Please fill in the required questions!". The form has tabs for "CONTACT INFORMATION", "DETAILS", "MORE", and "NOTIFICATIONS". The "CONTACT INFORMATION" tab is active. The form fields are: "First Name" with a "Comment:" field below it; "Last Name" with a "Comment:" field below it; "Email" with a "Comment:" field below it; and "Sex (required)" with radio buttons for "Male" and "Female". A sidebar on the left shows "HOME" and "SH" with a flag icon. A top navigation bar includes "HO" and "SH" with a flag icon.

# Getting Started: General Certification

Once your profile is complete, you will be able to take the General Certification. This is a short questionnaire that all Albatross Evaluators must complete, based on the information contained in this document. You can find it under the “Certifications” tab (1) of your Evaluator dashboard.



My Stuff

Welcome Jean-Paul,

Inbox 0

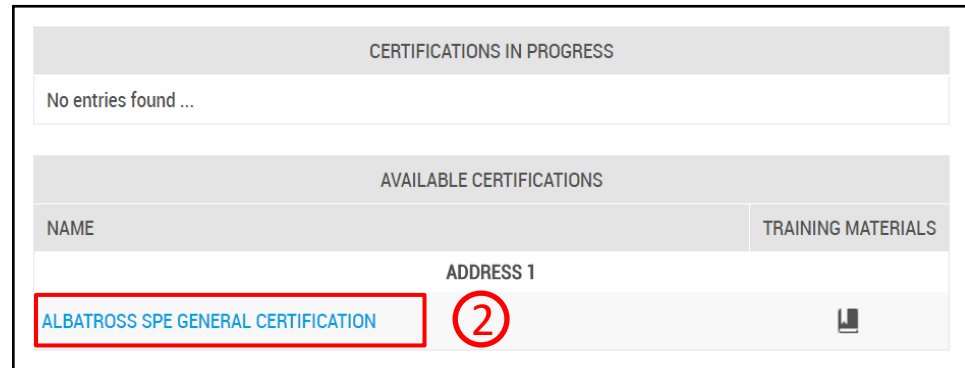
**Certifications 0/1** (1)

My Applications 0

Open Opportunities 1888

To pass the General Certification (2), you must score over 90%. You may take the Certification up to three times.


If you have any problems accessing or taking the certification, please contact your local coordinator for help!



CERTIFICATIONS IN PROGRESS

No entries found ...

AVAILABLE CERTIFICATIONS

NAME	ADDRESS 1	TRAINING MATERIALS
ALBATROSS SPE GENERAL CERTIFICATION		

# Selecting Missions: Open Opportunities

After passing the General Certification, you can start applying for missions. Click on the “Open Opportunities” tab (1) on your evaluator portal to see the opportunities (2) available in your area. Click the red “i” (3) to get more information about the mission.

My Stuff

---

Welcome Jean-Paul,

**Inbox** 0

---

**Certifications** 0/1

---

**My Applications** 0

---

**Open Opportunities** 1888

①

②

	SURVEY	INFO	LOCATION	START DATE	DUE BY DATE	PKY	ACTION
		ⓘ		2016-02-28 00:00	2016-03-28 23:59	0.00 AED	Apply
		ⓘ		2016-02-28 00:00	2016-03-28 23:59	0.00 AED	Apply
		ⓘ		2016-03-15 00:00	2016-03-31 23:59	200.00 HKD	Apply
		ⓘ		2016-03-18 00:00	2016-03-31 23:59	140.00 CNY	Apply
		ⓘ		2016-03-23 00:00	2016-03-31 23:59	140.00 CNY	Apply
		ⓘ		2016-03-21 00:00	2016-04-10 23:59	180.00 AED	Apply
		ⓘ		2016-03-21 00:00	2016-04-10 23:59	180.00 AED	Apply

③


# Selecting Missions: Applying for a Mission

When you have found a mission you want to do, click “Apply” (1). A box will appear asking you to briefly state the reason why you would like to do this mission (2) and the date you would like to do the mission (3).

<input type="checkbox"/>	SURVEY	INFO	LOCATION	START DATE	DUE BY DATE	PAY	ACTION
<input type="checkbox"/>				2016-03-15 00:00	2016-03-31 23:59	200.00 HKD	<input checked="" type="checkbox"/> Apply <span style="border: 1px solid red; border-radius: 50%; padding: 2px;">1</span>

Please, provide a brief note in support of your application and the date(s) you are available to complete this assignment

0/500

Planned Date:  3 

Not before: 2016-03-15  
No later than: 2016-03-31

Apply 4

After filling this in, click “Apply” (4) at the bottom to submit your application.

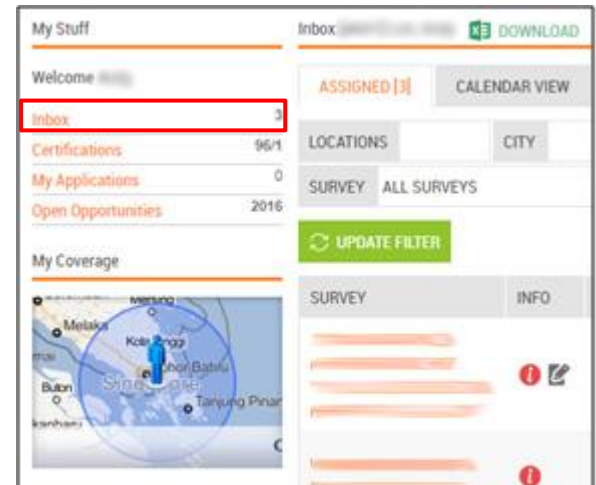


# Selecting Missions : After You Have Been Selected

An Operations coordinator will review all applications and select Evaluators. Selection is based on many factors, including the profile characteristics requested by the client, the brand preferences and interests of the Evaluator, and the required timing of the visits.

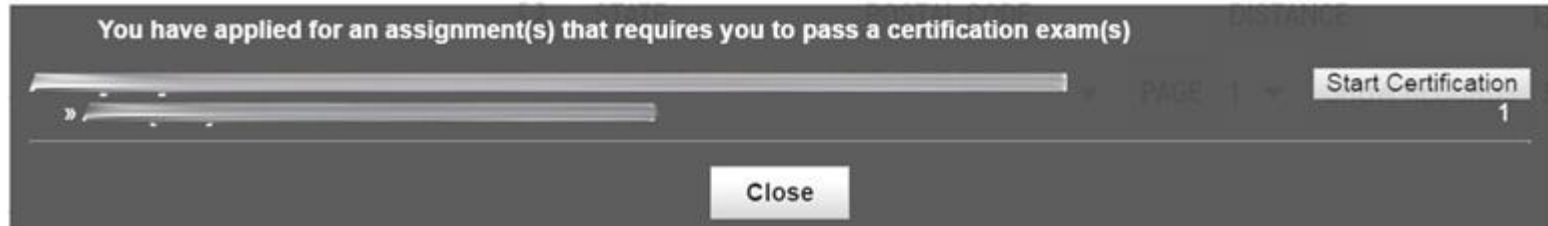
If you are selected, the survey will appear in your inbox (1).

Before any visit, you will be provided with a short Brand Brief that explains the scenario and guidelines for the mission, as well as other important information such as the budget for purchase missions. You will also receive training either online, over the phone, or in person.



After you have received the Brand Brief and training, you will be prompted (1) to take the Brand Certification. This certification confirms that you understand the mission scenario and guidelines, and requires a 95% score to pass.

①



If you have any problems with the Brand Certification, please contact your local coordinator for immediate support.

Once you have passed the Brand Certification, the survey for the mission will appear in your inbox. Please read the questions before doing the mission; this will help you understand what to pay attention to while in the store.

To ensure your visit goes smoothly, it helps to go through a little mental checklist immediately before the visit:

- Do I fully understand the scenario?**
- Do I need to ask about a specific product or speak with a specific Sales Advisor?**
- Do I have the correct address for the target store?**
- Is it the date and time I agreed upon with my coordinator?**
- Do I need to record my visit?**
- If I am conducting a purchase visit, what is my budget as specified in the Brand Brief?**

In some countries, you may be asked to submit an audio recording of your visit. Such recordings are used for quality control purposes and may also be useful to you in filling out your survey. Recordings are used for internal purposes only and never turned over to the client or any third party.

It is important that your store experience be the same as that of a typical customer. If the store staff know that you are conducting an evaluation, they may act differently. For this reason, our clients will not pay for surveys in which the evaluator reveals their purpose during the visit. In order to ensure that your voice is heard and you receive your full payment, please remember these three confidentiality rules.

- 1. Before entering the store, plan how you will answer common questions such as:**
  - Why are you shopping for this item today?
  - What is your price range?
  - What color or design do you prefer?
- 2. While in the store or in contact with any brand employee, never mention that you are conducting an evaluation visit or that you are affiliated with Albatross.**
- 3. Keep any materials or evidence that you are doing a customer experience evaluation out of sight. In countries where visits are recorded, keep your recording device out of sight of the brand employee at all times.**

# Performing the Visit: In the Store



Follow the scenario



Let the Sales Advisor guide you



Keep within the budget (if applicable)



Relax and behave naturally

## After a successful visit:

- Fill out the questionnaire promptly.
- Submit it on our platform within 24 hours.
- Attach the required proof of the visit as specified in the mission brief.
- Remember to keep your questionnaire and proof of visit for three months.

## If something goes wrong:

If the store is closed, the designated Sales Advisor isn't there, or the assigned product is not available, the visit is considered a *misfire*. In case of a misfire:

- Inform your local coordinator.
- Obtain a “misfire” survey form and fill it out
- You will still be paid a portion of the visit fee to compensate for your time.

# Guidelines for Comments: Be Tough, But Fair

Our clients work with you so that they can learn how to provide store experiences that are not just good, but truly memorable. Your role as an evaluator is to provide constructive criticism, so don't give away high scores carelessly!




Save your "Excellent" ratings for the aspects of the visit that were genuinely delightful, and make suggestions for improvement wherever you can.

**Tough:** Always look for ways that the service could be better, even if it is already good.

**Fair:** Only comment on things that the store staff can control. Factors like the price and design of the products, the size and location of the store, or your personal feelings about the brand overall should not be included in your comments unless specifically asked for in the questionnaire.



# Guidelines for Comments: Well-Written Comments

Rules for Comments	Example
 <p>Always write comments in the past tense, using correct capitalization and punctuation.</p>	<p><b>Incorrect:</b> “I WALK INTO THE STORE AND SEE SOME BOXES ON THE FLOOR.”</p> <p><b>Correct:</b> “I walked into the store and saw some boxes on the floor.”</p>
 <p>Describe the sales advisor objectively. Do not mention your personal feelings about the sales advisor’s appearance, and do not comment on their ethnic background or sexual orientation.</p>	<p><b>Incorrect:</b> “The sales advisor was tall and handsome, and was wearing really cool glasses.”</p> <p><b>Correct:</b> “The sales advisor had short brown hair and glasses. He was wearing the brand’s uniform.</p>
 <p>Evaluate your store experience on its own merits; do not make comparisons with other brands.</p>	<p><b>Incorrect:</b> “I had a good experience at the boutique, but I like the service at [Brand X] better.”</p> <p><b>Correct:</b> “I had a good experience at the boutique, but it would have been better if they’d encouraged me to try more products.</p>



# Payment Methods and Processes

All surveys will be paid within a maximum of 45 days of being approved on our platform. If you wish to dispute a payment for any reason, you must do so by informing your local coordinator within **three months** of submitting your survey.



If all guidelines for comments are not followed, your survey may be returned to you for correction, resulting in a payment delay. If you correct the errors promptly, your payment will not be affected. If you refuse to correct any errors or do not respond to our request, your payment may be reduced or the visit may be reassigned to another Evaluator, at the discretion of your local coordinator. If the visit is reassigned you will not be paid.



We encourage all our Evaluators to use PayPal, and in some regions that is the only payment method we use. Setting up a PayPal account is fast and easy, and will make it faster and easier for you to get your payments.



**GRACIAS**  
**ARIGATO**  
**SHUKURIA**  
**SHUKRIA**  
**GOZAIMASHITA**  
**EFCCHARISTO**

**TASHAKKUR**  
**ATU**  
**YAQHANYELAY**  
**SUKSAMA**  
**EKHMET**  
**MEHRBANI**  
**PALDIES**

**THANK**  
**YOU**  
**BOLZIN**  
**MERCY**

**BIYAN**  
**SHUKRIA**  
**XIEXIE**  
**TINGKI**  
**GIJ**  
**SHIKOMO**  
**MARMOCHAR**

**DANKSCHEEN**  
**JUSPAXAR**  
**SPASSIBO**  
**SNACHALHUYA**  
**NURUN**  
**CHARLTU**  
**WADEEJA**  
**MAITEKA**  
**YUSPAGARATTIM**  
**SHUJI**  
**SHUKRIE**  
**MALETTI**  
**AGUYUE**  
**FAKAALUE**  
**KOMAPSUMNIDA**  
**MAAKE**  
**GRAZIE**  
**ATTO**  
**LAH**  
**MERASTAMHY**  
**GAEJITHO**  
**SINCO**  
**AGUYUE**  
**MERASTAMHY**  
**TAVTAPUCH**  
**MEDAWAGSE**  
**BANIKA**