



Announcing Customer Impact LLC, a new Mystery Shopping Company formed by people you know and trust

Dear Valued Shopper:

Over the past year, you have worked with Speedmark Information Services, a division of Market Force Information. We are pleased to announce that Scott Hiller, Mike Green and Clay Tarro, formerly of Speedmark/Market Force have formed a new company, Customer Impact LLC. While Market Force will continue to focus on large national and international clients, Customer Impact LLC has reached an agreement to purchase the smaller regional clients that are executed on the Speedmark Vision operating system. Market Force and Customer Impact will also continue to work together on co-marketing agreements in the future.

As an existing shopper for these clients, we want to assure you that this is a positive change for you and our clients. As a Customer Impact LLC shopper, you will see little or no change. You will continue to work with most of the same schedulers and editors and all of our contact information remains the same. Additionally, Customer Impact LLC will continue to use the Sassie system so there will be little to no change on our reporting system. You will simply see a new logo and new web address in the coming months.

Customer Impact is committed to making this a seamless transition for you and our clients, and will continue to keep you informed of our transition progress. The information below should help answer many questions but if we can help you, please call or email us.

We thank you for your past work with us, welcome you as shoppers of Customer Impact and appreciate your continued work for our company.

Scott Hiller, Mike Green, and Clay Tarro





Customer Impact Fast Facts

- **Founders** - Scott Hiller, Mike Green, and Clay Tarro
- **Company Locations** - College Station and Houston, Texas
- **Services** - Mystery Shopping, IVR/IWR Surveys, Web Surveys
- **Current Customers** – Customer Impact currently has over 50 customers that are spread across most major retail market segments, including: restaurant, supermarket / grocery, banking, and others.
- **Management Expertise** – With over 40 years of combined customer service evaluation experience, Customer Impact's management team brings considerable value to customers through integrity, industry expertise, passion for high-quality customer service, and a strong work ethic. All members of the team have worked together previously, delivering strong, sustainable results.
- **Reporting Platform** – Our state-of-the-art web-based reporting platform has proven effective with our current customers and all Customer Impact employees are familiar with the system features.
- **Website / Shopper Login** – www.customerimpactinfo.com

Shopper FAQ

Q: What do I need to do as a shopper?

A: Not a thing. As we build our new Web site, you will continue to go to www.speedmarkvision.com for your shops and job boards. If you are already assigned a shop, please complete it as scheduled. You will be paid by Customer Impact LLC for any shops completed after 7/1/08 and will begin receiving emails from customerimpactinfo.com.

Q: Who is Customer Impact?

A: Customer Impact is a mystery shopping company formed by Scott Hiller, Mike Green and Clay Tarro, founders of Speedmark Information Services and Green & Associates. They bring 40 years of mystery shopping experience to the company. Mike Green was past president, board member and charter member of the Mystery Shopping Providers Association.

Customer Impact was formed to help smaller, local and regional clients enhance their customer service and grow into national clients. Customer Impact will work hard to provide the more personalized one-on-one service that smaller, fast growth companies require.

Q: Which clients will Market Force serve?

A: Market Force will continue to focus on serving the mystery shopping needs of its larger, national and international clients.





Q: Are Speedmark/Market Force and Customer Impact separate companies?

A: Yes, Market Force and Customer Impact will be separate companies but will work closely together for the foreseeable future.

Q: Do I need to reapply as a shopper to work for Customer Impact?

A: No, as an existing shopper in the Speedmark Vision system database, by accepting a shop for a Customer Impact client, you automatically are a shopper for our company.

Q: What if I do not wish to work for Customer Impact?

A: Should you not wish to work for Customer Impact, simply log on to www.speedmarkvision.com and deactivate your account.

Q: Do I need to complete a new independent contractor agreement?

A: No, once you accept a new shop with Customer Impact, you are accepting the terms of the Customer Impact Independent Contractor Agreement.

Q: How will Customer Impact pay me for work?

A: Customer Impact will pay shoppers monthly using PayPal between the 10th and 15th of the month following your shop. If you do not currently have a PayPal account, you will need to open an account at www.paypal.com. We will not be offering direct deposits to checking accounts at this time.

Q: If I am already scheduled for a shop on Speedmark Vision, what do I do?

A: Please perform the shop as scheduled.

Q: How will Customer Impact Schedule Shops?

A: We will continue to post and schedule shops as we have in the past. If you were a highly rated shopper on Speedmark Vision system, your rating, certifications etc. will carry over to the Customer Impact system once in place.

Q: What system will Customer Impact use for completing shopping reports?

A: Customer Impact will continue to use the Sassie System for our clients.

Q: Is there a website for Customer Impact?

A: There is a temporary website available for Customer Impact while our main site is being developed. Please go to www.customerimpactinfo.com for basic information. Once the main website is complete, you will be notified to go there for future shops.





Q: What is the contact information for Customer Impact?

A: We are pleased to announce that most of our contact information and staff have remained the same. While we will soon have a new website and email addresses, please continue using the following until we notify you otherwise:

Office: 800-677-2260

Client Services: Ext. 102

Editing Support: Ext. 104

Sales: Ext. 101

Scheduling: 866-670-6048

Payroll: 800-222-3785

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