

Shopper Bill of Rights

1. We are dedicated to delighting our clients on every project and recognize that shoppers are our greatest asset in helping us meet and exceed client expectations.
2. We value the ideals of mutual respect and professionalism: We encourage shoppers and staff to treat each other with the respect they deserve and would like to receive themselves.
3. We are committed to excellence and expect shoppers working with GfK to provide high-quality work and shop reports while conducting themselves in a professional and ethical manner every day. In return we promise fair pay for your efforts.
4. We have a responsibility to provide shoppers with the tools to succeed: clear briefing notes, questionnaires and a web site that is easy to navigate.
5. We are careful to ensure that all shoppers receive the benefit of the doubt and a second chance to make up for a mistake or cancelled shop.
6. We promise fast turnaround on shop pay—within two to three weeks of shop completion.