

## BECS (Bulk Email Certified Shoppers)

- Log into the members' area of the MSPA website ( <http://mysteryshop.org/members/> )
- For "Member Name", enter your company's name (as registered with the MSPA)
- For "Password" enter your personal password
- For "Scheduler Name", enter your name

### STEP 2: Select the BECS LINK

- After logging in successfully, select the **"Bulk Email Certified Shoppers (BECS)"** link

[Welcome to the Member's Menu](#)

This is the place where you input mystery shopping & seeking shoppers. Please click on the appropriate link to view, edit or delete a job you posted previously. Remember to use EXACT company name and your user password to login.

**Kern Scheduling Services Admin Controls**

**Scheduler:** <YOUR NAME> logged in

[Enter A New Job Listing](#)

[View, Edit or Delete a Posted Job](#)

[Enter A New Recruitment Posting](#)

[View, Edit or Delete a Posted Recruitment Posting](#)

[Edit, Add, Delete or Change Schedulers Info](#)

[Bulk Email Certified Shoppers \(BECS\)](#)

[Download Certified Shoppers](#)

[Check Shopper Certification](#)

[Remote Verification System](#)

[Return to Main Menu](#)

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### STEP 3: Select Postal Codes

- The date your company joined the MSPA is displayed. You will not be permitted to email any shoppers who who certified prior to your join date.
- Select the certification date range - One suggested use of this date range is to select only "new" shoppers - those who have become certified since the last time you used the BECS system (in your selected postal codes). This will help you avoid sending emails to shoppers who have already gotten invitations from you.
- Select up to 10 postal codes.

<b>Your Company Name</b>	<b>YOUR COMPANY NAME</b>
<b>MSPA Join Date</b>	01/01/2000
	1 / 1 / 2000
<b>Email shoppers certified on</b>	<b>TO</b>
	6 / 12 / 2006
<b>Select zip codes in which to recruit shoppers</b>	<input type="text"/> <input type="text"/> <input type="text"/> <input type="text"/> <input type="text"/> <input type="text"/> <input type="text"/> <input type="text"/> <input type="text"/> <input type="text"/>
	<input type="button" value="Submit"/>

## STEP 4: Compose Email

- Select the scheduler you would like this email to come from (this is the list of schedulers you have registered with the MSPA)
- Enter a subject line. The text "(Invitation to MSPA Certified Shoppers)" will be automatically added to the end of your subject. This prevents abuse of the system.
- Enter the message to shoppers in the "BODY" section. The text with the three links following the BODY section of this form will also be automatically added to your message. This fulfills legal requirements and also prevents abuse of the BECS system.
- They are very strict about the information you give their shoppers. We can't list the type, name or any other information regarding the shop that we are needing shoppers for.
- In the subject line you will want to put this statement: Shoppers needed in (zip code)
- Be sure to add your email address.
- If you go to Step 6, you will see a layout of an email. I would try and follow the layout as much as possible.

Compose Email	
<b>ALL Zip Codes</b>	
FROM	< list of schedulers >
SUBJECT *required	<Enter your subject here. "Invitation to MSPA Certified Shoppers" will be auto-appended> <b>(Invitation to MSPA Certified Shoppers)</b>
BODY	<Enter your message to shoppers here.>  <This is also a good place to put your shopper signup web address, so shoppers can sign up for an account in your system in ADDITION to adding themselves to your list of MSPA certified shoppers>  <The text below will automatically be appended to the end of your message. This "opt-out" text is legally required and cannot be removed.>
<b>The following will also be included in the email:</b>	
Please select ONE of the options below:	
1. Add me to the YOUR COMPANY NAME list of MSPA certified shoppers: < Click Here >	
2. Please do not send any more MSPA generated emails of this type from YOUR COMPANY NAME < Click Here to stop YOUR COMPANY NAME emails>	
3. I no longer wish to participate in this shopper referral program. Please do not send any more MSPA generated emails of this type from any company < Click Here to be REMOVED FROM THE ENTIRE PROGRAM >	
Note: You are receiving this email as a service to MSPA certified shoppers who have elected to receive communications from mystery shopping companies seeking to do business with certified shoppers.	
<a href="#">Preview Email</a>	

### STEP 5: Search results

- Search results are displayed for each postal code you entered.
- Select the "Short", "Medium" or "Long" range for each zip code.
- The "SELECTED" field will automatically tally the current number of shoppers you have selected. It is an approximate count - some postal code ranges may overlap and include some of the same shoppers.
- You are permitted to email 5000 shoppers a month.
- The "PREVIOUSLY EMAILED" row indicates the number of emails you have already used this month.
- The "EMAILS REMAINING" shows an approximate count of the emails you have left IF you complete the current session.
- If you are sending the same message to all the postal codes in this system, select "Send one message". If you need to send different messages, select "Send different messages"

SHOPPER SEARCH RESULTS			
Shoppers Certified Between 01/01/2000 AND 06/12/2006			
ZIP	SHORT (~10 mi)	Med (~25 mi)	Long (~50 mi)
83467	<input checked="" type="radio"/> 10 Shoppers	<input type="radio"/> 34 Shoppers	<input type="radio"/> 54 Shoppers
90210	<input checked="" type="radio"/> 1 Shoppers	<input type="radio"/> 12 Shoppers	<input type="radio"/> 25 Shoppers
02138	<input checked="" type="radio"/> 14 Shoppers	<input type="radio"/> 41 Shoppers	<input type="radio"/> 323 Shoppers
<b>SELECTED</b>			25 (approx.)
<b>PREVIOUSLY EMAILED IN JUN 2006</b>			300
<b>EMAILS REMAINING IN JUN 2006</b>			4675
<input checked="" type="radio"/> Send one message to 3 Zips <input type="radio"/> Send 3 different messages			
<input type="button" value="Submit"/>			

## STEP 6: Preview Email

- Check the preview of the email that you are about to send
- The areas in red are the sections of the email that you have editing control over. Note: the red coloring here is for instructional purposes only - the red coloring does not appear on the actual web page.

**Email Preview**

**ALL Zip Codes**

From: {YOUR\_SCHEDULER@YOUR\_COMPANY.com}  
To: "John Doe" <johndoe@shopper.com>  
Subject: Shoppers needed in 83467, 82801, and 84501 ! (Invitation to MSPA Certified Shoppers)

{YOUR COMPANY} is seeking MSPA certified shoppers in the following area codes!

- \* 83467
- \* 90210
- \* 02138

We invite you to click the link below to be added to our list of certified shoppers.

If you don't already have a shopper account with us, you should also sign up at <http://yourcompany.com/shoppersignup.php>

If you have any questions, feel free to contact me at {YOUR\_SCHEDULER@YOUR\_COMPANY.com}

Regards  
{YOUR\_SCHEDULER}

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Please select ONE of the options below:

1. Add me to the {YOUR COMPANY} list of MSPA certified shoppers: < Click Here >
2. Please do not send any more MSPA generated emails of this type from {YOUR COMPANY} < Click Here to stop Kern Scheduling Services emails >
3. I no longer wish to participate in this shopper referral program. Please do not send any more MSPA generated emails of this type from any company < Click Here to be REMOVED FROM THE ENTIRE PROGRAM >

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Note: You are receiving this email as a service to MSPA certified shoppers who have elected to receive communications from mystery shopping companies seeking to do business with certified shoppers.

**Subject: Contract shoppers need for 73013**

**Shoppers, Inc. is seeking MSPA certified contract shoppers in the following zip code:**

**\*73013**

**We invite you to click on the link below to be added to our list of certified contract shoppers.**

**If you don't already have a shopper account with us, you should also sign up at:  
<http://www.shopperjobs.com/index.php>**

**If you have any questions, feel free to contact me at [jennifer@shopperjobs.com](mailto:jennifer@shopperjobs.com)**

**Regards,**

**Jennifer Kasinger**

### **STEP 7: Email Sent**

- A verification page will appear to notify that the message has been sent.
- **NOTE: A log of all emails sent through BECS is kept by the MSPA as a reference for allegations of abuse or misuse of the system.**

#### **Emails Sent**

8 Shoppers Emailed

It is possible that the number of emails sent is less than the number you had selected. This may be due to selecting zip codes that overlap within the distances you selected.

[START OVER](#)

### **STEP 7: Email Sent**

- Downloads will be twice a week for BECS, along with applications and area list.
- A new button has been added to Shoppers.
- After you open shoppers, click on "I need a shopper".
- You will notice to the right of National Call list, it will say "BECS Certified Shoppers".
- The list will not have any shoppers that are currently one of our shoppers.