



*We need your opinion about  
the service at Northland!*

**Could you be our next  
Member Shopper?**

Dear Member,

**We'd like YOUR opinion, and we're willing to pay you to give it to us!**

**Why are we asking for your help?** We'd like to invite you to participate in Northland's mystery shopping program. As a member-owner of the credit union, you have a special interest in making sure we're providing the best possible service. That's why we're asking you to evaluate our service as part of your routine visits and calls to the credit union.

**Why are we mystery shopping our employees?** Member feedback is essential for us to evaluate how well we serve our communities. We want to reward employees who provide excellent service and train those who may need some improvement. We hope you'll consider joining us in this important endeavor.

**How the program works:** Mystery shopping isn't difficult. In fact, anytime you visit or call Northland, you're already consciously or subconsciously evaluating the service you receive. We just want you to tell us about your experience.

First, we'll ask you to observe or listen for certain things. Next, you'll log on to a website and fill out a simple form, and then you're done! Once your mystery shop is verified, Northland will credit either \$10, \$15 or \$20 to your Share Savings account, depending on the type of shop you have completed. It's very simple.

Northland has contracted with MemberShoppers, a respected provider of mystery shopping services to credit unions across the country to coordinate this program. We do this to insure that all evaluations remain confidential.

**Employees will not know which member has evaluated their service.**

**Sound interesting? A limited number of shoppers are needed for each branch.** All applications received after that need is met will be kept on file for possible future inclusion in the program. Space is limited, so we recommend you apply today.\* **Here's how:**

1. Visit **MemberShoppers.com**
2. Select the ***Become a Mystery Shopper*** tab to review the program.
3. Click on the ***online registration*** text link in the *What to do first* section.
4. Create a **username** and **password** and enter your **contact information**. (You will NOT be asked for information about your Northland account.)
5. "From which Credit Union did you receive the shopper invitation?"  
Type ***Northland Area Federal CU***.
6. Enter **Northland** as your ***validation code***. (Case sensitive)
7. Review and accept the Terms of Use and Privacy Policy
8. Click to continue.
9. Review and accept the Independent Contractor Agreement
10. ***Click to Submit***
11. On the next screen, choose the Northland branch you use ***most often*** from the drop-down list.
12. ***Click to Submit***

**What to expect next:** After completing the online application, you'll take a short tutorial to learn how to conduct a mystery shop. Successful completion of the tutorial is required for acceptance into the program.

**MemberShoppers will email all applicants.**

Emails will either contain:

- The first shopping assignment -OR-
- Notification that the selected branch is full. In this case, your application will be kept on file in case additional shoppers are needed at a later date.

**More Questions?** We're happy to help. Call Northland at 800-336-2328 ext. 247 or visit *MemberShoppers.com* for more details. As a Northland member, we want to be your most trusted financial partner. We hope you'll consider this opportunity to help us serve you better than ever before!

Sincerely,

*Pete Dzuris, CEO/President*  
Northland Area Federal Credit Union

\* Internet access is required. You must be a Northland Member to participate. Current and former employees of Northland Area Federal Credit Union and their family members are not eligible to participate.