

FIRE ALARM INSPECTION & MONITORING PRICING INQUIRY CALL

INSTRUCTIONS • QUESTIONNAIRE

Call a company that offers commercial fire alarm monitoring systems, and role-play as needing a price quote for a fire alarm system inspection and monitoring. This shop requires asking questions related to the fees (details provided). The call is expected to take up to 10 minutes.



Before You Begin

- Know your scenario/how to present it
- Know the address to present from
- Print the checklist
- Be familiar with the checklist content
- Be prepared to take notes



Don't Forget!

- Use your assigned address/building businesses
- Ask all required questions
- Write down all quoted pricing
- Report all information provided
- Get the employee's name and role



General Requirements

- Read all instructions and the entire questionnaire before you complete the shop.
- Check your shop confirmation for the:
 - Phone number and approved hours to call
 - Address of the property you must say you are calling about
 - Names of the businesses in the building you are calling about
- Make the call using a cell phone you will have access to later. The company you call may capture your phone number via their caller ID and use it to follow up with you.
 - If you're calling more than one location with the same number, use a different cell phone that you have access to.
- Provide your real email if requested. The company may want to email the price quotes.
- Submit your report to shopperhub.cxgroup.com on the 4th day after you complete the shop.
 - Save all contact attempts from the company you called for 3 business days.
- Retain all documentation for six months following your shop.
- You or your immediate family members cannot have ever worked for the company you are scheduled to call.



Shop Instructions

Step #1: Print the checklist & have it available to reference during the call

- [Click here](#) to access the checklist that includes the required questions you must ask and the answers to give for questions about the building and fire alarm system.
- Have the checklist in front of you before you call. Print it out or pull it up on a computer.
- Take notes on the document or on a separate piece of paper to remember what was said. The more notes you take, the better. Be detailed when submitting the information you received.

Step #2: Scenario & how to present yourself (follow the checklist during the conversation)

- You are calling the fire protection company to gather pricing and basic service information for fire alarm system inspection and monitoring/service.
- You are posing as someone helping your uncle manage a small commercial office building with multiple tenants. You've been helping him for a couple of months.
- The goal is to understand how the company prices alarm system inspections and monitoring, and how their fees are structured (i.e., annual fee, flat fee, trip charge, etc.).
- You are calling to get a price quote for inspecting as well as monitoring the fire alarm system for one of your uncle's properties, which is a small office building with 5 units.
- You don't need to be an expert – just understand the basics so you can sound credible and follow the conversation if needed.
 - Background: Fire alarm systems detect fires through devices like smoke detectors and manual pull stations. These systems connect to a central alarm panel (Honeywell is a main manufacturer) and often include 24/7 monitoring, where a monitoring center can dispatch emergency services if a fire is detected. Systems must be inspected annually, and monitoring is typically charged as a monthly recurring fee.
- Pricing for inspections often depends on the number of devices in the building.

Step #3: Call the location, and ask all required questions

- The call should be answered by a receptionist, but if prompted, select the option for 'sales'.
- Make the opening statement.
 - If you are re-directed, offered a transfer to someone else, or asked to call another number, you must accept the transfer or call the other number to complete the shop.
 - Document the other number(s) you are asked to call in your report.
- If asked, provide your real phone number and/or email address so you can capture follow-up attempts made by the company during the 3 business days after the call.
 - If your phone number is questioned as out of state, say, "I just moved here and recently started working with my uncle."
 - Do not use an email address that has any text related to 'mystery shop'.
- Ask all required questions. If you forget to ask a question, call back to get the answer.
- If asked questions about the building or type of fire alarm system, answer based on the information in the checklist.
 - If asked questions that are not in the checklist, always default to, "I'm really not sure. I'm just trying to help out my uncle and get the quotes. I can ask him and follow up if needed, but I'm really just looking for an estimate right now."

- If the employee is hesitant to provide any of the pricing information, encourage them by saying, "Is there any way you can help me out, even if it's just an estimate? I know my uncle needs this done relatively soon."
- If the employee is still hesitant to provide one or more of the pricing requests, say you were able to get pricing from other vendors with the information you have.
- If you are told the company already services the location, apologize and indicate you are new to the process and just helping out. End the call and submit your report as unsuccessful.

Unable to reach a representative or obtain pricing information (unsuccessful shops)

- If you cannot complete the call on the first attempt because the call is disconnected, you reached voicemail, you received notice the office is closed, they asked to have someone call you back, you were asked to call at another time, or you received a busy signal, make at least two more call attempts before submitting your report as unsuccessful.
 - If you get voicemail or are offered a call back, provide your name and phone number.
 - Your three call attempts must be on different days during listed call hours.
 - If you are unable to speak to someone at the office after three call attempts on three different days during allowed hours, submit your report.
- If you cannot obtain pricing after a good faith effort, submit your report as unsuccessful.

Step #4: Submit your report on the 4th day after your conversation with a representative

- In your report, upload a screenshot showing each contact attempt (preferred) or transcribe all follow-up voicemails or text messages received in the 3 business days after the call.



QUESTIONNAIRE

Shop date:

Start time:

End time:

Pricing Information

1. What date and time did you first call the location?

Enter the date and time you first called the location. This should be the same as the start time you entered on page 1. Required format: MM/DD/YYYY HH:MM AM/PM

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2. Were you able to speak to someone responsible for providing pricing information on your first attempt?

If you made the required number of calls and were not able to get through to speak with a representative about pricing, select N/A – call was not successful.

☐ Yes, I spoke to someone responsible for providing pricing information on my first attempt

☐ No, I was told someone would have to call me back

☐ No, I had to leave a voicemail and wait for a call back

☐ No, I was asked to call back at another time

☐ No, office was closed during business hours

☐ No, there was a busy signal

☐ No, the call was disconnected before I could speak to someone

☐ N/A – call was not successful

3. If you received voicemail or were asked to wait for a call back, how long did it take to receive a call back?

☐ Same business day

☐ Next business day

☐ N/A – did not receive a call back

☐ N/A – did not receive voicemail/was not asked to wait for call back

☐ N/A – call was not successful

4. When you obtained pricing information, did the first person you speak to provide the information or were you transferred to someone else?

☐ Yes, the first person provided the information

☐ No, I was transferred to someone else

☐ N/A – call was not successful

5. Date and time you spoke with a representative responsible for providing pricing information:

Enter the date and time you spoke to the representative responsible for providing pricing. Required format: MM/DD/YYYY HH:MM AM/PM

6. Name and role of the representative who provided pricing (if known):

Example: Kelly, sales representative. If neither name nor role was provided, enter 'Unknown'.

7. Which inspection costs were you given?

Select all that apply. Here are examples of each fee type:

Annual cost - \$500.

Travel/trip charge - \$50 travel fee to visit your site

☐ Annual inspection price (broken out)

☐ Flat fee

☐ Travel/trip charge

☐ Other inspection fee

☐ No inspection costs were given

☐ N/A – call was not successful

8. If annual fire alarm inspection price, enter the quote given:

Enter the annual inspection price without the dollar sign (ex: 100.00). If a price range was given, provide the range. Enter N/A if an annual fire alarm inspection fee was not quoted.

9. If flat fee fire alarm inspection price, enter the quote given:

Enter the flat fee without the dollar sign (ex: 100.00). If a price range was given, provide the range. Enter N/A if a flat fee was not quoted.

10. If travel/trip charge, enter the quote given:

Enter the price without the dollar sign (ex: 50.00) AND the units (e.g., per mile, per trip, etc.). Enter N/A if a travel/trip charge was not quoted.

11. If other inspection fees, enter the quote given:

Enter the price without the dollar sign (ex: 30.00) AND the type of fee. Enter N/A if other inspection costs were not quoted.

12. Did the fee change if adding 1 or 2 more fire alarm devices (smoke detectors and/or alarm pull stations)?

☐ Yes

☐ No

☐ N/A – didn't need to ask, price provided was broken out

☐ N/A – call was not successful

13. If the fee would change for 1 or 2 more fire alarm devices (smoke detectors and/or alarm pull stations), describe what was said and what the new price would be.

If you were told the fee would not change, enter N/A.

14. Describe what was said about the inspection cost structure:

Include what you were told about the company's cost structure. Explain how the representative responded to every question you asked about inspection costs.

15. Were there any surcharges on top of the price quoted (e.g., fuel surcharge)?

☐ Yes

☐ No

☐ N/A – call was not successful

16. Describe what was said when you asked about surcharges:

17. Date of the soonest available appointment for an inspection:

Enter the earliest appointment date you were given. Example format: 2/5/2026. If you were not given a specific appointment date, enter N/A and provide details in Q18.

18. Describe what was said about appointments:

Include all information that was provided about appointments.

19. Does the company offer monthly fire alarm monitoring?

☐ Yes

☐ No

☐ N/A – call was not successful

20. Monthly fire alarm monitoring price given:

Enter the price without the dollar sign (ex: 60.00). Enter N/A if you were unable to obtain the monthly fire alarm monitoring cost.

21. What was said when you asked about future price increases?

22. Were any discounts available for new customers?

☐ Yes

☐ N/A – call was not successful

☐ No

23. Describe what was said when you asked about discounts for new customers:

24. Which best describes the employee's willingness to provide price information?

☐ Forthcoming, provided all pricing requested

☐ Hesitant, provided some but not all pricing requested

☐ Hesitant, but ultimately provided all pricing requested

☐ Refused to provide any pricing requested

☐ N/A – call was not successful

25. If you were unable to speak to someone or unable to obtain pricing at all, please explain:

If you were unable to successfully obtain pricing information, please explain in detail the date/time of the attempts made, and what, if any, conversation took place.

Follow-Up

26. After speaking with a representative responsible for providing pricing information, did anyone follow up with you?

☐ Yes

☐ N/A – call was not successful

☐ No

27. How long after the successful call did the first follow-up attempt occur?

☐ Within 24 hours

☐ 3 days after the call

☐ 1 day after the call

☐ No follow-up within 3 days after the call

☐ 2 days after the call

☐ N/A – call was not successful

28. After your call to obtain pricing, what method was used to follow up with you?

Select all that apply.

☐ Email

☐ No follow-up within 3 days after the call

☐ Phone call

☐ N/A – call was not successful

☐ Text message

29. How many total times did the company attempt to follow up with you within the 3 days?

☐ 1

☐ 5 or more

☐ 2

☐ No follow-up within 3 days after the call

☐ 3

☐ N/A – call was not successful

☐ 4

30. If you received any follow-up emails, calls, voicemails or text messages, upload a screenshot showing each contact attempt (preferred), or enter a transcription of each message:

Upload a screenshot of emailed price quotes, if received. If transcribing messages, please include the date and time of each contact attempt. Enter N/A if your call was unsuccessful, you did not receive follow-up, or you only received phone calls without voicemail messages.

END OF QUESTIONNAIRE