

# FIRE SPRINKLER SYSTEM INSPECTION PRICING INQUIRY CALL

## INSTRUCTIONS • QUESTIONNAIRE

Call a company that inspects commercial fire sprinkler systems, and role-play as needing a price quote for sprinkler system inspection. This shop requires asking questions related to the inspection fees (details provided). The call is expected to take 5-10 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](https://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 sprinkler 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 sprinkler system inspection and repair/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 inspections and repair work, and how their fees are structured (i.e., per device, flat fee, trip charge, hourly labor, etc.).
- Your uncle uses a large service provider who is expensive and has bad service. Say, "I don't remember the name," if asked.
- 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 sprinkler systems automatically suppress fires using water and are required in most commercial buildings. A typical system includes:
    - i. A riser (connects the building to the main water supply)
    - ii. Sprinkler heads (sprays water if there's a fire)
    - iii. A backflow preventer (prevents contaminated water from flowing back into clean water)

These systems must be inspected regularly, typically by a specialized technician, and pricing may depend on components like risers and backflows, along with possible trip fees and hourly repair rates.

### 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 sprinkler 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 the 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*

### 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.*

Annual inspection cost

Per riser cost

Backflow preventer cost

Travel/trip charge

Other inspection cost

No inspection costs were given

N/A – call was not successful

**8. If annual inspection cost, enter the quote given:**

*Enter the price without the dollar sign (ex: 150.00). If a price range was given, provide the range. Enter N/A if an annual cost was not quoted.*

**9. If per riser cost, enter the quote given:**

*Enter the price without the dollar sign (ex: 30.00). If a price range was given, provide the range. Enter N/A if a per riser cost was not quoted.*

**10. If per backflow cost, enter the quote given:**

*Enter the price without the dollar sign (ex: 30.00). If a price range was given, provide the range. Enter N/A if a backflow cost was not quoted.*

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

*Enter the price without the dollar sign (ex: 30.00) AND the units (e.g., per mile, per trip, etc.). Enter N/A if a travel/trip charge was not quoted.*

**12. 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.*

**13. 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.*

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

Yes

N/A – call was not successful

No

**15. Describe what was said when you asked about surcharges:**

**16. Date of the soonest available appointment for an inspection:**

*Enter the earliest appointment date you were given. Example format: 2/5/2025. If you were not given a specific appointment date, enter N/A and provide details in Q17.*

**17. Describe what was said about appointments:**

*Include all information that was provided about appointments.*

**18. Which repair/service fees were you given?**

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

- *Hourly rate (most common and most interested in); \$120/hour to make the repairs*
- *Flat fee; \$250 (all inclusive, whether it takes 1 hour or 3 hours)*
- *Minimum service fee; 1-hour minimum or \$120, regardless if they took 15 or 60 minutes to do the repair*
- *Travel/trip charge; \$40 travel fee to visit your site*

Hourly rate

Travel/trip charge

Flat fee

None of the above

Minimum service fee

N/A – call was not successful

**19. If you were given an hourly rate, how many hours were included in the quote?**

*Enter the number of hours included in the quote. Enter N/A if an hourly rate was not quoted.*

**20. If hourly rate (most common), enter the price given for the number of hours quoted:**

*Enter the hourly rate without the dollar sign (ex: 60.00) AND the number of hours quoted for this rate. Enter N/A if an hourly rate was not quoted.*

**21. If flat fee, enter the price given:**

*Enter the price without the dollar sign (ex: 200.00). If a price range was given, provide the range. Enter N/A if a flat fee was not quoted.*

**22. If minimum service fee, what was the minimum number of service hours?**

*Enter the number of hours covered in the minimum service fee (for example, if you are told there is a 3-hour minimum charge regardless of time onsite, enter 3 hours). Enter N/A if a minimum service fee was not quoted.*

**23. If minimum service fee, enter the price given:**

*Enter the price without the dollar sign (ex: 100.00). Enter N/A if a minimum service fee was not quoted.*

**24. If travel/trip charge, enter the price given:**

*Enter the price without the dollar sign (ex: 100.00) AND the units (e.g., per mile, per trip, etc.). Enter N/A if a travel/trip charge was not quoted.*

**25. Describe what was said about repair/service fees:**

*Include all information provided about repair/service fees. Explain how the representative responded to every question you asked about repair/service costs.*

**26. What was said when you asked about future price increases?****27. Which best describes the representative's willingness to provide price information?**

- |  |  |
|--|--|
| <input type="checkbox"/> Forthcoming, provided all pricing requested             | <input type="checkbox"/> Hesitant, provided some but not all pricing requested |
| <input type="checkbox"/> Hesitant, but ultimately provided all pricing requested | <input type="checkbox"/> Refused to provide any pricing requested              |
|  | <input type="checkbox"/> N/A – call was not successful                         |

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

- |                              |  |
|------------------------------|--|
| <input type="checkbox"/> Yes | <input type="checkbox"/> N/A – call was not successful |
| <input type="checkbox"/> No  |  |

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

- |  |  |
|--|--|
| <input type="checkbox"/> Within 24 hours       | <input type="checkbox"/> 3 days after the call                     |
| <input type="checkbox"/> 1 day after the call  | <input type="checkbox"/> No follow-up within 3 days after the call |
| <input type="checkbox"/> 2 days after the call | <input type="checkbox"/> N/A – call was not successful             |

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

*Select all that apply.*

- |                                       |  |
|---------------------------------------|--|
| <input type="checkbox"/> Email        | <input type="checkbox"/> No follow-up within 3 days after the call |
| <input type="checkbox"/> Phone call   | <input type="checkbox"/> N/A – call was not successful             |
| <input type="checkbox"/> Text message |  |

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

- |                            |  |
|----------------------------|--|
| <input type="checkbox"/> 1 | <input type="checkbox"/> 4   |
| <input type="checkbox"/> 2 | <input type="checkbox"/> 5 or more                                 |
| <input type="checkbox"/> 3 | <input type="checkbox"/> No follow-up within 3 days after the call |

N/A – call was not successful

33. 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