



Department of Health

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## **WIC Secret Shopper Program**

In our constant efforts to provide the best customer service to participants, the WIC Program will be monitoring customer service across the state. Our goal is to compliment those vendors providing excellent service and at the same time identify areas where improvements are needed.

1. Specially trained “Secret Shoppers” will shop with WIC checks in WIC authorized stores.
2. After the purchase, if clerks provided satisfactory service and followed WIC check handling procedures, the Secret Shopper will hand your clerk and store manager a WIC pin and a certificate of Congratulations.
3. If the Secret Shopper didn’t receive satisfactory service or failed to follow WIC check handling procedures, there will be no immediate mention and a follow-up letter will be sent to the store manager. This letter will provide a detailed explanation of the issue(s), any violations noted, suggestion for solutions, and a request for a written plan of action.
4. Follow-up visits will be made as needed.

Please instruct your clerks about this matter so they are prepared for our visit.

If you have any questions or concerns, please call the Vendor Unit in the WIC State Office at 222-4630, 222-4637, or 222-4633.

Si necesita ayuda en extender esta carta, por favor, llame al 222-5818 donde le ayudarán con la traducción.