

RETAIL VISIT SHOP

Shop Form Instructions

Shop Description	<p>For this shop you will:</p> <ul style="list-style-type: none"> • Visit your assigned location on your assigned date. • Visit the department listed on your assignment sheet. You MUST visit this specific department. • Browse your assigned department for at least 3 minutes to see if you are approached. If you are not approached, you must find an employee in that department to speak with. If an employee in that department is not available, instead find the closest employee who can answer your questions. <ol style="list-style-type: none"> 1. You MUST obtain the name and description of the associate who helps you. • Use the scenario in your assignment sheet to pose a question to the associate. You will be evaluating their knowledge and the overall level of service. NO OTHER SCENARIOS WILL BE ALLOWED. • Make any purchase. This does not have to be in your assigned department. (For a small purchase, you may buy nails/screws, candy, etc.) • Evaluate your interaction with the cashier. You MUST obtain the name of your cashier as well. • Once you've purchased your item, you may leave the store. Take an image of the storefront. • Take a picture of your receipt.
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Payment	Please see your Assignment Sheet for Payment information
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SPECIFIC SHOP DETAILS

IMPORTANT: Be as detailed in your commentary as possible. This will help the store improve their processes based on your observations.

- **If your report is lacking detail/does not sufficiently answer the question(s), it may be canceled.**

Visit your assigned location. Visit the department listed on your assignment sheet. You **MUST** visit this specific department.

Browse your assigned department for at least 3 minutes to see if you are approached. If you are not approached, you must find an employee in that department to speak with. If an employee in that department is not available, instead find the closest employee who can answer your questions.

- You **MUST** obtain the name and description of the associate who helps you.
 1. **If the associate does not offer you their name, ask for it at the end of the interaction.**

IMPORTANT: Note whether you were greeted with "What can I help you find today?"

Use the scenario in your assignment sheet to pose a question to the associate. You will be evaluating their knowledge and the overall level of service.

- Does the associate ask you open-ended questions ("What are you looking for?" "What would you prefer?" etc.)?
- Does the associate recommend or suggest items to match your request?
- Does the associate offer additional items to complement your request?

Make any purchase. This does not have to be in your assigned department. (For a small purchase, you may buy nails/screws, candy, etc.)

Determine whether the store is stocked (no more than 3 empty spaces or 3 empty hooks in a section) and neatly organized. If this is not the case, not specifically what could have been improved in your report.

Evaluate your interaction with the cashier.

- You **MUST** obtain the name of your cashier as well. Ask for it if needed.
- Determine whether the cashier asks you for a store loyalty card.
 1. If they do not, determine if they ask you to sign up. **DO NOT** prompt them if they do not bring it up. The main purpose of this question is to see if they ask.

Once you've purchased your item, you may leave the store.

- Take a picture of the storefront after you leave. This must be far enough from the building not to be seen from inside the store. This can be from inside of your car, as long as nothing is obstructing the front of the building.

Take a picture of your receipt.

Review the shop form that is provided at the end of these instructions to familiarize yourself with the specific observations you must make.

PROOF OF SHOP

You will need to upload the following two images to your report:

1. **Picture of the receipt**
2. **Picture of the storefront/building exterior**
 - a. This must be from an adequate distance as not to be recognized. The storefront (including relevant logo) must be clearly visible.

If you have any questions about this assignment, please email coordinator@secretshopper.com.

General
Instructions

REVIEW YOUR PAPERWORK

- **Remain anonymous** as a secret shopper at all times, unless your specific shop instructions state otherwise. Never take the instructions or shop form into the facility. Never call the facility if you have questions about your assignment. Direct all questions to coordinator@secretshopper.com.
- It is your responsibility to **confirm the business hours for this location**. You can do this by calling the location ahead of time and confirming their business hours. This is especially important on holidays (i.e. New Year's Day, President's Day, July 4th, Veterans' Day, etc). If you visit a location and it is closed for a routine business reason you could have confirmed, we will be unable to accept the shop and you will not be paid.
- **Please read all questions on the shop form prior to completing your shop** so that you are familiar with the requirements of the assignment. It is very important that you record detailed observations in all areas of the shop.
- You must visit the **assigned location** on your **assigned date and time only** – see your assignment sheet for details.
 - If you do not go on the date and time assigned, we will be unable to accept your shop and you will not be paid.
 - Some of the shop locations may be in close proximity to each other. You must make sure that you go to the **correct location**. If you go to the wrong location your shop will be canceled and you will not be paid.
- You may be asked to obtain names **and/or** descriptions of the associates you speak with. Check your shop form for the shop's requirements. If you are asked to get a description, you must give a full description, including gender, age, height, hair color and length, glasses, facial hair, etc. Do not use race to describe an associate.
- You will be asked to submit your receipt or other specified **proof of shop completion** with your shop form. **Please review the specific shop instructions to verify required proof of shop.** You can either photograph

or scan the receipt/proof of shop completion and then attach it to the shop form. Please keep it for 120 days in case of any questions.

- You must make sure that the required upload documentation is a crisp and legible image. The image cannot be blurry and the **entire document** must be visible.
- You may **not** use any form of coupon while performing a shop.
- There may be several **timing questions** on the audit, so familiarize yourself with them before your visit. Wear a watch or use a cell phone and discreetly note the timing of the service. For example: How long did it take for the associate to greet you?
- When completing your shop form online, pick the answer(s) that best describe your experience. Be specific – what parts of the visit were pleasing, disappointing, etc. Make sure your answers match. For example: If there were negative experiences on your visit, do not say it met expectations.
- Provide **factual observations** only. Do not include personal opinion, speculation or assumptions.
- Check your email regularly after submitting your shop. **You must respond to any editor contact within 24 hours.** Failure to respond to contact from an editor in a timely manner may result in a deduction in payment or cancelation of your shop.
- **Posting comments or filling out surveys on any other website regarding a shop for which you are being paid is strictly prohibited** and may result in penalties up to your shop being canceled without pay and being dropped as a shopper.

**Any person suspected of fraud will immediately be
dropped from our system and NOT paid.**

NOTE FAILURE TO ABIDE BY THE SHOP FORM INSTRUCTIONS MAY RESULT IN A DEDUCTION OF PAYMENT OR CANCELATION OF YOUR SHOP.

Return Instructions This is an online shop form and it must be entered at our website. We do not accept shops on paper or by fax.

SUBMITTING YOUR SHOP:

1. Go to our website: www.secretshopper.com
2. Log in with your User ID and Password.
3. Click on 'Shops to Do' and complete the appropriate shop form.
4. Keep your notes and receipt/proof of shop completion for 120 days. If the editors have questions or concerns with your submitted shop, an editor will contact you via email.

SUBMITTING YOUR REPORT

You MUST fill out your shop report the day of your shop. This is so the client gets the data ASAP.
If the shop form is not entered in time, and you have not contacted a coordinator at coordinator@secretshopper.com, the shop will be canceled from your account and you will not be paid. Timely information is critical to the client. We are unable to accept late shops.

THANK YOU!

Overall

Points Possible: 103

Initial Questions

(Not Scored)

1. Time [T10_2]

(Not Scored)

	N/A
2. Customer Traffic [R1]	(Not Scored) N/A
Light	
Moderate	
Heavy	
3. Store Type: [Q2]	(Not Scored) N/A
Stand-alone building with its own parking lot	
In a shopping plaza with a shared parking lot	
Other	
Show question below if Q2 == 2	
4. If other, explain [Q89]	(Not Scored) N/A
5. Name and Description of Associate who assisted you: [Q3 , Q6 , Q4 , Q7 , Q5 , Q8]	(Not Scored) N/A
6. Name (or journal # from receipt) and Description of Cashier who assisted you: [Q10 , Q11 , Q12 , Q13 , Q14 , Q15]	(Not Scored) N/A
7. Receipt Upload [Q90]	(Not Scored) Download
8. Storefront Image Upload [Q91]	(Not Scored) Download
1. HELPFUL	Points Possible: 30
1. At any point in your visit were you asked, "What can I help you find today?" [Q1]	Points Possible: 3 N/A
Yes	3
No	0
2. Which department did you evaluate? [Q17]	(Not Scored) N/A
31. Did the Associate talk about and/or show the features and/or benefits of any products? [Q75]	Points Possible: 3 N/A
Yes	3

No 0

Show question below if Q75 == 0

32. If Yes, mark all that apply:

(Not Scored)
N/A

Talked about/showed one particular type of product. [Q76]

Talked about/showed the differences between similar types of products. [Q77]

Talked about/showed the differences between brands. [Q78]

Talked about/showed more than one type of product. [Q79]

33. Did the Associate use a recommendation statement such as "I prefer," "I recommend," or "I would use" a product? [Q80]

Points Possible: 3
N/A

Yes 3

No 0

34. Did the Associate mention any additional products beyond the minimum of what you would need, such as a multi-pack, other items to help complete your project, or unrelated items you might need or enjoy? [Q81]

Points Possible: 3
N/A

Yes 3

No 0

Show question below if Q81 == 0

35. If Yes, mark all that apply:

(Not Scored)
N/A

Additional items to complete the project. [Q82]

Additional item that works with the purchase. [Q83]

Multi-pack. [Q84]

Sale/promotional or seasonal item. [Q85]

Additional item unrelated to your project that you might need or enjoy. [Q86]

Other type of additional item. [Q87]

Show question below if Q81 == 1

36. If No, what did the Associate mention or recommend when talking about your project? [Q88]

(Not Scored)
N/A

37. Did the Associate ask a question to help you to make a final purchase decision or ask a wrap up question, e.g., "What else is on your list today?" [Q93]

Points Possible: 3
N/A

Yes	3
No	0

38. Did the Associate project a positive attitude? [Q94]

Points Possible: 3
N/A

Yes	3
No	0

39. Did the Associate express appreciation or thank you? [Q95]

Points Possible: 3
N/A

Yes	3
No	0

40. How long did it take to check out from the time you joined the line? Mark one only: [Q96]

Points Possible: 3
N/A

Less than 1 min	3
1-2 minutes	3
2-3 minutes	3
3-5 minutes	0
5 minutes	0

2. STORE AND STAFF

Points Possible: 18

1. Were you greeted or acknowledged within 30 seconds of entering the store? [Q97]

(Not Scored)
N/A

Yes	
No	

2. Was the store clean and well organized? [Q40]

Points Possible: 3
N/A

Yes	3
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No

0

Show question below if Q40 == 1

3. If no, mark all that apply:

(Not Scored)
N/A

Aisles were cluttered/difficult to navigate [Q98]

Racks, shelves, and/or endcaps were messy/dirty/in poor condition [Q99]

Signage was not well maintained, inaccurate, unclear, ripped and/or falling down [Q100]

Merchandise fallen on floor [Q101]

Floors needed to be swept/mopped [Q102]

Other issue [Q103]

Show question below if Q103 == 1

4. If other, explain [Q104]

(Not Scored)
N/A

5. Was your Associate's name visible that helped you in the department? [Q41]

Points Possible: 3
N/A

Yes

3

No

0

Show question below if Q41 == 1

6. If No, how did you get the Associate's name? Mark one only: [Q105]

(Not Scored)
N/A

I asked the Associate for his/her name.

Other

Show question below if Q105 == 1

7. If other, explain [Q106]

(Not Scored)
N/A

8. Did the Associate who helped you in the department have a professional appearance that reflected the Store or the Ace brand? [Q42]

Points Possible: 3
N/A

Yes

3

No

0

Show question below if Q42 == 1

9. If no, mark all that apply

(Not Scored)
N/A

Not wearing clothing with the Ace or Store brand logo [Q107]

Associate had disheveled or unkempt appearance [Q108]

Clothing was not clean or neat [Q109]

Other issue [Q110]

10. Did the Associate ask, "Is this for your home or business?" (Mark "N/A" if your request could not reasonably justify this question) [Q43]

Points Possible: **3**
N/A

Yes **3**

No **0**

N/A **3**

11. Was your Cashier's name visible? [Q44]

Points Possible: **3**
N/A

Yes **3**

No **0**

Show question below if Q44 == 1

12. If No, how did you get the Cashier's name? Mark one only: [Q111]

(Not Scored)
N/A

I asked the Cashier for his/her name

Other

Show question below if Q111 == 1

13. If other, explain [Q112]

(Not Scored)
N/A

14. Did your Cashier have a professional appearance that reflected the Store or the Ace brand? [Q45]

Points Possible: **3**
N/A

Yes **3**

No **0**

Show question below if Q45 == 1

15. If no, mark all that apply:

(Not Scored)
N/A

Not wearing clothing with the Ace or Store brand logo [Q113]

Cashier had disheveled or unkempt appearance [Q114]

Clothing was not clean or neat [Q115]

Other issue [Q116]

3. MERCHANDISE

PointsPossible: 12

1. Was the merchandise well stocked overall (no more than 3 empty spaces or 3 empty hooks in a section)? [Q46]

Points Possible: **3**

N/A

Yes **3**

No **0**

Show question below if Q46 == 1

2. If no, which departments were not well stocked? Mark all that apply

(Not Scored)

N/A

Electrical [Q117]

Hand Tools [Q118]

Hardware [Q119]

Lawn & Garden [Q120]

Paint [Q121]

Plumbing [Q122]

Power Tools & Accessories [Q123]

Other department/area of the store [Q124]

3. Was the merchandise clearly priced? [Q47]

Points Possible: **3**

N/A

Yes **3**

No **0**

Show question below if Q47 == 1

4. If no, which departments did not have merchandise clearly priced? Mark all that apply:

(Not Scored)

N/A

Electrical [Q125]

Hand Tools [Q126]

Hardware [Q127]

Lawn & Garden [Q128]

Paint [Q129]

Plumbing [Q130]

Power Tools & Accessories [Q131]

Other department/area of the store [Q132]

5. Was the merchandise neat and organized? [Q48]

Points Possible: **3**
N/A

Yes **3**

No **0**

Show question below if Q48 == 1

6. If no, which departments were not neat and organized? Mark all that apply:

(Not Scored)
N/A

Electrical [Q133]

Hand Tools [Q134]

Hardware [Q135]

Lawn & Garden [Q136]

Paint [Q137]

Plumbing [Q138]

Power Tools & Accessories [Q139]

Other department/area of the store [Q140]

7. Were the departments you shopped clearly signed by overhead signage and/or aisle markers? [Q49]

Points Possible: **3**
N/A

Yes **3**

No **0**

4. CHECKOUT

Points Possible: 18

1. What was the Cashier doing when you approached the check out? Mark all that apply:

(Not Scored)
N/A

Checking out another customer [Q50]

Organizing shelves [Q141]

Waiting for me to walk up [Q142]

Talking on or using a cell phone [Q143]

Talking to another staff member [Q144]

Other [Q145]

Show question below if Q145 == 1

2. If other, explain [Q146]

(Not Scored)
N/A

3. Did the Cashier offer a friendly greeting or acknowledgement? [Q51]

Points Possible: 3
N/A

Yes 3

No 0

4. Did the Cashier suggest any additional products during checkout? [Q147]

(Not Scored)
N/A

Yes

No

5. Was your Cashier focused on you during the interaction? [Q52]

Points Possible: 3
N/A

Yes 3

No 0

Show question below if Q52 == 1

6. If no, mark all that apply:

(Not Scored)
N/A

Answered the phone/on the phone [Q149]

Talking to another customer [Q150]

Talking to another staff member [Q151]

Other [Q152]

Show question below if Q152 == 1

7. If other, explain [Q148]

(Not Scored)
N/A

8. Did your Cashier ask for your Ace Rewards card or other store loyalty program card, or ask for your phone number to pull up your Ace Rewards account? [Q53]

Points Possible: 3
N/A

Yes 3

No 0

9. If you said you didn't have a card, did your Cashier offer to sign you up? [Q54]	Points Possible: 3 N/A
Yes	3
No, I said I did not have a card and the Cashier did not offer to sign me up	0
N/A, Cashier did not ask	0
N/A, I said I had a card	N/A

10. If you said you didn't have a card, did your Cashier explain the benefits/features of the card? [Q153]	Points Possible: 3 N/A
Yes	3
No	0
N/A	N/A

11. Did your Cashier express appreciation or thank you? [Q55]	Points Possible: 3 N/A
Yes	3
No	0

5. COMMENTARY

Points Possible: 25

1. On a scale of 1 to 5, rate how busy the store appeared: Mark one only: [Q56]	Points Possible: 5 N/A
Extremely Slow	1
Slow	2
Steady	3
Moderately Busy	4
Extremely Busy	5

2. How much time did you spend in the store overall? Mark one only: [Q57]	Points Possible: 5
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N/A

0-5 minutes

1

5-10 minutes

2

10-15 minutes

3

15-30 minutes

4

Longer than 30 minutes

5

3. On a scale of 1 to 5, rate the helpfulness of the Associate who assisted you in the department: Mark one only: [Q58]

Points Possible: 5
N/A

Not at all Helpful

1

Not Helpful

2

Somewhat Helpful

3

Helpful

4

Very Helpful

5

4. On a scale of 1 to 5, rate how likely would you be to return based on the service you received from the Associate: Mark one only: [Q59]

Points Possible: 5
N/A

Not at all Likely

1

Not Likely

2

Somewhat Likely

3

Likely

4

Very Likely

5

5. Considering all of your answers today, please provide commentary about what went well during the Associate sales process and your overall experience. What POSITIVE feedback do you have? [Q60]

(Not Scored)
N/A

6. Considering all of your answers today, please provide commentary about what could have been better during the Associate sales process and your overall experience. What could be IMPROVED? [Q61]

(Not Scored)

N/A

7. Overall, how satisfied were you with your visit? Mark one only: [Q62]

Points Possible: **5**

N/A

Not at all Satisfied

1

Not Satisfied

2

Somewhat Satisfied

3

Satisfied

4

Extremely Satisfied

5