

# Trimark of Excellence Mystery Shop Checklist



## Points Fueling Experience

- 5** 1. **Were the main ID sign, pricing numerals and main ID lighting in good condition?**
- Yes. All standards were met.
  - The CITGO ID sign was damaged, showing cracks, dirty, peeling paint or fading.
  - Unauthorized signage was attached to main ID sign or main ID sign pole(s).
  - Pricing numerals were missing, did not match or were cracking, peeling or fading.
  - Lighting/paneling was dirty and/or not in working order.
  - CITGO logo was not present on main ID sign.
- 2** 2. **Was the reader board in good condition with a current message?**
- N/A
  - Yes. All standards were met.
  - The reader board was damaged or there were missing letters/ broken digital letters.
  - The reader board did not display a current message.
- 6** 3. **Were all paved areas clean and in good condition?**
- Yes. All standards were met.
  - Large area of damaged pavements and/or pot holes present in pavement (12" L x 12" W x 2" D).
  - Trash present on lot or island (6+ pieces in a visible area on property).
  - Excessive oil stains are present.
- 4** 4. **Were all landscaped areas and planter boxes, including concrete planters, well maintained and free of litter?**
- Yes. All standards were met.
  - The shrubs, planter boxes and grass areas were not well maintained.
  - Trash present in planter boxes or landscaped area (6+ pieces in a visible area on property).
- 9** 5. **Was the canopy clean and in good condition?**
- Yes. All standards were met.
  - The canopy fascia decals were dirty or damaged.
  - The canopy pole(s) had excessive rust, were dirty and/or had excessive peeling paint.
  - The canopy had noticeable damage.
  - Underneath the canopy was not clean, had paint peeling, or the lighting was dirty/out.
  - Unauthorized signage present on canopy poles.
  - CITGO channel letters were missing, damaged, or fading/peeling or not left justified.
- 3** 6. **Was the retail location well-lit with functioning building lights?**
- Yes. All standards were met.
  - There was two (2) or more exterior building lights out.
  - Building light fixtures were not well maintained.
- 6** 7. **Was the fueling dispenser clean, well maintained and in working order?**
- Yes. All standards were met.
  - The fueling dispensers had handwritten signs, were dirty and/ or tape residue was present.
  - There were 2 or more fueling positions out of order.
  - The lower dispenser door or the valance did not contain CITGO branding or the dispenser had damage.

## Points Fueling Experience

- 3** 8. **Did pump toppers have current CITGO POP?**
- N/A
  - Yes. All standards were met.
  - The pump toppers had less than 50% coverage with CITGO POP.
  - There were at least 2 pump topper frames that were missing, damaged, and/or empty.
- 4** 9. **Were Marketing Display Units (MDUs) stocked with credit card applications or CITGO promotional flyers?**
- N/A
  - Yes. All standards were met.
  - No MDU holders were present at the location.
  - MDUs were not at each fueling dispenser or on the nearest canopy pole.
  - CITGO promotional flyers or credit card applications were not available, faded, and/or damaged.
- 3** 10. **Were squeegees, paper towels and fresh cleaning fluid available at each island?**
- N/A
  - Yes. All standards were met.
  - Windshield caddies were not available at each island.
  - Squeegees, paper towels and cleaning solution were not available at each island, or inside the store.
  - Signage was not present on any caddy designed to display POP signage.
- 3** 11. **Was the island dispenser credit card reader machine (CRIND) functioning properly?**
- Yes. All standards were met.
  - CRIND area is damaged or the decals are in poor condition.
  - CRIND area screen is not displaying a message.
- 5** 12. **Were the gasoline island curbs, bollards and building curbs in good condition?**
- Yes. All standards were met.
  - Island curbs or building curbs damaged (bent, chipping or rust present).
  - Island bollards damaged (bent, chipping or rust present).
  - Island curbs/bollards are not painted gray and/or have chipping.
- 3** 13. **Were trash containers available, clean and not overflowing?**
- N/A
  - Yes. All standards were met.
  - Trash containers were not available at each fueling island.
  - At least one trash container was dirty.
  - At least one trash container was overflowing.
- 3** 14. **Was all exterior outdoor signage (on the lot, area by the front entrance, and on the building) current and professionally designed?**
- Yes. All standards were met.
  - Outdoor signage did not reflect current promotions.
  - Outdoor signage was not within image guidelines (torn, unprofessional).
  - Frames designed to hold exterior signage, other than pump toppers, are empty.

Points

- 3 15. Was the building exterior clean and well maintained?
- N/A
  - Yes. All standards were met.
  - Structural damage to the building was present.
  - The building exterior was dirty, had graffiti present, or paint/decals were peeling or fading
  - The windows and/or window frames were dirty or had excessive signage.
- 3 16. Was the dumpster area clean and well maintained?
- N/A  Yes. All standards were met.
  - The dumpster was overflowing with trash and/or the dumpster area had excessive dirt/grime build-up.
  - The enclosure area was not well maintained.
  - The dumpster doors and/or lids were not closed.

Shopping Experience

- 6 17. Was the restroom clean and in good condition?
- Yes. All standards were met.
  - The restroom floors or ceiling were dirty, had graffiti, or not well maintained.
  - The restroom walls were dirty, had graffiti, had handwritten signs, or not well maintained.
  - Excessive odors were present in the restroom.
- 3 18. Were the restroom fixtures and lights clean and in good condition?
- Yes. All standards were met.  The sinks, toilets or urinals were dirty or not operational
  - Mirrors, if present, had excessive scratches or graffiti.
  - Light fixtures were dirty or not working.
- 4 19. Were restroom supplies available and in good working order?
- Yes. All standards were met.
  - Toilet paper, paper towels and soap were not available or were not in their proper dispensers.
  - Dispensers were dirty or not operational.
  - Trash cans were dirty or overflowing, or the restroom was being used for storage.
- 5 20. Was the store interior well maintained?
- N/A
  - Yes. All standards were met.
  - The floors and/or rugs were dirty.
  - The lighting was not working or two or more light fixtures were out.
  - Aisles had obstructions and were not easily accessible.
  - No trash cans were available or they were overflowing.
- 4 21. Was the foodservice or beverage area clean and well maintained?
- Yes. All standards were met.
  - The food service area was not clean (trash and dried stains visible).
  - Beverage area/fountain machine was not clean, well maintained, or working.
  - Supplies for either food service or beverages (e.g., napkins, straws, lids, cups, etc.) were missing.
- 5 22. Were the shelves and coolers clean and well stocked
- N/A
  - Yes. All standards were met.
  - Store shelving was not clean.
  - Merchandise on store shelves were not full and well stocked.
  - Cooler doors were not clean or had lighting outages.
  - Merchandise in cooler was not full and well stocked.
  - Displays were not well maintained.

Points

- 2 23. Was all inside POP signage in good condition and current?
- N/A
  - Yes. All standards were met.
  - Promotional signage did not reflect the current sale items/prices.
  - Promotional signage was handwritten and/or did not appear to be professional.
- 3 24. Was the in-store programs display unit present and stocked with CITGO promotional messages?
- Yes. All standards were met.
  - In-store program display unit was not present.
  - CITGO Rewards® credit card materials were not available.
  - CITGO Check Card materials were not available.

Customer Service Experience

- 6 25. Was the employee that processed your transaction wearing a uniform OR name tag and clean/well groomed?
- N/A
  - Yes. All standards were met.
  - The employee was not wearing a uniform or name tag.
  - The employee's appearance was not clean or well groomed.
- 7 26. Did the employee offer a high level of service while handling the transaction?
- N/A
  - Yes. All standards were met.
  - Eye contact or nonverbal acknowledgement was not provided by the employee.
  - Verbal greeting was not provided by the employee.
  - Verbal closing was not provided by the employee.
- 6 27. Did the employee handle the transaction correctly and efficiently?
- N/A
  - Yes. All standards were met.
  - The wait time was excessive for the time of day.
  - The product totals did not match the posted prices.
- 4 28. Was the cashier area clean and uncluttered?
- N/A
  - Yes. All standards were met.
  - The sales counter area did not have enough room to place products for purchase. (There must be at least 12" to place products).
  - The sales counter displays were not organized or well merchandised.
- 2 29. Was Club CITGO being promoted at this location?
- N/A
  - Yes. Club CITGO signage was displayed near the fueling islands or inside the store.
  - No Club CITGO signage was seen anywhere.

Quarterly Bonus Questions (Yes/No Answers)

All Quarters

Did the CSR or other station personnel suggest using the Club CITGO app for discounts, paying with a CITGO Rewards Card or offer a credit card application?

Date: \_\_\_\_\_

Time: \_\_\_\_\_

Checked by: \_\_\_\_\_

