

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

- 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

- 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.

- 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 2018

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: _____