

Trimark of Excellence Mystery Shop Image Solution Program (ISP)

In preparation for quarterly mystery shops, remember that you have the ability to submit an ISP once you cure the branding deficiency in question. ISPs must be submitted within 30 days from the shop OR 10 days after the end of the quarter, whichever comes first.

To submit an ISP, log in to myCITGOstore.com, click on the “Trimark of Excellence” tab and follow the steps below:

- Select “isp” from the options listed along the top of the page.
- Enter your eight-digit location # and press “Click to Populate.” All greyed out cells will populate at this time.
- Complete the following fields:
 - o Name of Person Submitting Request
 - o Email
 - o Phone
- Select the survey quarter in question (e.g., Q1, Q2, Q3 or Q4).
- Select the appropriate survey question from the drop down menu.
 - o These questions are limited only to those branding questions that qualify for the ISP. You can only select one question per request.
- Enter any additional information and/or justification of the cure.
- Upload up to two (2) photos of the cure.
- Click “Submit.”

Once submitted, a confirmation message will appear with an option to submit another ISP or with instructions on how to submit an RFA. An RFA is submitted for non-ISP questions and for concerns that the shopper did not score the question accordingly. A confirmation email will be sent in addition to the confirmation message stating your ISP has been received.

If you have any questions, please contact your CITGO gasoline supplier.

The image shows two screenshots of the Trimark of Excellence website. The top screenshot displays the 'Trimark of Excellence Image Solution Program (ISP) Submission' form. The form includes sections for 'Retailer Information' (Eight-Digit Location #, Marketer Name, TSM #, TSM Name, Name of Person Submitting Request, Email, Phone) and 'Survey Information' (Survey Quarter, Survey Questions, Additional Information and/or Justification, Upload Photos). A red circle highlights the 'isp' option in the top navigation menu. The bottom screenshot shows a 'Thank You!' confirmation message stating that the ISP submission has been received and will be responded to within 10 business days.

