

# COUNTRY SUPPLIER

## COASTAL FARM / CAL RANCH RETAIL SHOP

# INSTRUCTIONS

## QUESTIONNAIRE

You will call the assigned store and ask a question, then visit the store on your assigned shop date and interact with associates in two different departments (clothing and non-clothing). You will also make a purchase. At each touchpoint, you will evaluate the staff for knowledge and customer service. You will also evaluate the maintenance and cleanliness of the store, as well as your overall impressions.

### Before You Begin

- Review your shop confirmation
- Know your scenario & assigned store location
- Review purchase requirements
- Review associate interaction requirements
- Call to verify business hours & ask a question

### Don't Forget!

- Call ahead and ask a knowledge question
- Complete shop within assigned timeframe
- Remain in the store for at least 15 minutes
- Ask about products the store carries
- Ask for employee names



## General Requirements

- Read all instructions and the entire questionnaire before you complete the shop.
- Answer all questions and provide detailed supporting narrative where requested.
- Get an itemized receipt to upload with your report. Ask for the itemized receipt if you are not offered one.
- Do not reveal your identity as a mystery shopper to anyone at any time.
- Submit your report to [shopperhub.cxgroup.com](https://shopperhub.cxgroup.com) within 12 hours of completing the shop.
- If a Quality Assurance Editor contacts you for additional information or clarification about your experience, respond promptly.
- Retain all documentation for six months following your shop.
- You or your immediate family members cannot currently nor have ever worked for a Country Supplier, Coastal Farm, or CAL Ranch store.
- Children are not allowed to accompany you on this shop.



## Shop Instructions

### Telephone Interaction—Call ahead to 1) Verify store hours and 2) Ask a product knowledge question.

- **Step #1:** Verify store hours.
  - Store hours may vary across the country or change seasonally. If the store will not be open on your assigned shop date or during the assigned timeframe, contact your scheduler.

- **Step #2:** Evaluate product knowledge.
  - Listen for the associate's exact greeting. Ask for their name if they do not introduce themselves.
- Ask an open-ended question about a product that is carried by the store. Visit the store's website ([CAL Ranch](#) or [Coastal Farm](#) as assigned) to familiarize yourself with the store's products.
  - On the website, be sure to browse your specific assigned store location. You must ask about a product the store carries.
- You will need to record your exact question and the associate's exact response in your survey form. Do not summarize or paraphrase.

### **Store Entry—Evaluate the exterior storefront cleanliness, storefront merchandising, entryway, and restroom.**

- Note if baskets and/or carts are available and orderly.
- Note if you are greeted verbally or non-verbally (smile, nod, or wave) by any store employee within 3 seconds of entering the store.
  - If a cashier offers you help and points you to a department or a specific product, but does NOT leave their register, this interaction is only considered a greeting. You CANNOT use this interaction as one of your department interactions.
- Observe aisles for clutter, stocking level on shelves, and if item prices are clearly marked.
- After a quick walk-through of the store, proceed with the in-depth department interactions.

### **Hard Side & Clothing Department Interactions—Evaluate knowledge and customer service.**

- You will have TWO SEPARATE interactions.
  - One interaction must be in a HARD SIDE department (any non-clothing department), and one interaction must be in a CLOTHING department (boots, shoes, or apparel).
- As you enter each department, note the number of staff and customers present, the types of products located in the immediate area, and what the employees in the area are doing when you enter.
- Wait 3 minutes to be approached by an employee.
  - If there are no associates in the department when you enter or all associates are busy, continue to browse for 3 minutes and then proceed to another area of the store to seek assistance.
  - If you are not proactively approached by an associate, you must ask for help to satisfy the requirements for each department interaction.
- Ask each department associate an open-ended question about a product located in that department.
- Remember to ask general need questions / present a scenario, to allow the associate the opportunity to ask questions and make suggestions. If you tell them exactly what you need, you take away this opportunity.
  - **No:** "Where are the men's Levi jeans?"
  - **Yes:** "What kinds of jeans do you carry for tall men?"
  - **No:** "Do you sell dog food?" or "Where can I find the dog food?"
  - **Yes:** "What kind of dog food is best for large breeds?"
  - **No:** "Do you have [specific brand] or [specific item]?"
  - **Yes:** "I'm looking for a gift for my nephew. What would you recommend?"

- You must ask questions about a product the store carries. If you discover the store doesn't have the product you originally ask about, you will need to ask a different question about something the store does carry to satisfy the requirements for the interaction.
- Do not ask close-ended questions. If your interaction consists of the associate only answering Yes/No or "The [item] is located in aisle [X]" your shop will not be valid.
- Evaluate each associate's attitude, focus, smile/eye contact, and parting remarks.
- Note if either associate builds the sale (recommends additional items beyond what you ask about).
- Evaluate each associate's appearance, including if they are wearing a name tag. If they are not wearing a name tag and do not introduce themselves, ask for their name.

### **Cashier Interaction—Make a purchase to evaluate customer service at the checkout and get a receipt.**

- You will be reimbursed up to \$20 for your purchase.
- When you arrive at the cashier area, note the number of customers in line and be prepared to discreetly time exactly how long (in minutes and seconds) it takes from joining the line until actually being assisted.
  - Determine if any of the checkout lanes contain 4 or more customers in line (NOT counting the customer who is currently being assisted). If yes, watch to see if an additional lane is opened.
- Evaluate the cashier's appearance, greeting, and efficiency in processing your transaction.
- Evaluate the cashier's attitude, focus, smile/eye contact, and parting remarks.
- Note if the cashier mentions/asks if you are a "Country Club" loyalty member.
- Get a receipt. Ask for a receipt if the cashier does not provide one.

### **Carry-Out or Load-Out Service—Evaluate this service if it occurs during your time in the checkout area.**

- While you are in the checkout area, note whether your cashier or any other cashier calls for carry-out or load-out service.
- If yes, evaluate the demeanor of or impression made by the associate, as well as the efficiency in which the service is performed.
- Only answer these questions in your survey form if you have a good vantage point and can accurately and thoroughly describe what occurred. If you do not observe a carry-out or load-out service OR you are too far away to accurately report on what happened, select the N/A responses in this section of the survey form.

### **Overall Impression—Evaluate your comfortability and rate your overall experience.**

- Evaluate your overall impressions, including how comfortable you felt shopping in the store and anything that stood out as positive or negative.
- Do not score down for factors outside the staff's control.



# QUESTIONNAIRE

**Shop date:**

**Start time:**

**End time:**

## Telephone Interaction

**1. Date of Call:**

*Format date as MM/DD/YYYY*

**2. Time of Call:**

*Format time as hh:mm AM/PM*

**3. Name of associate who answered your call:**

*Ask if not provided.*

**4. ANSWERS PHONE IN A TIMELY MANNER**

- Answers call before three rings AND, if applicable, does not put you on hold for more than 30 seconds (5 points)
- Answers call after three rings OR, if applicable, puts you on hold for between 30 seconds to 1 minute (3 points)
- Call is not answered on your first attempt OR you are asked to hold for more than 1 minute (0 points)

**5. INITIATES FRIENDLY GREETING / OFFER OF ASSISTANCE**

- Answers with a friendly verbal greeting AND identifies himself/herself (5 points)
- Answers with a friendly verbal greeting OR identifies himself/herself (3 points)
- Does NOT answer with a friendly verbal greeting AND does NOT identify himself/herself (0 points)

**6. Explain the responses you provided for the WELCOMING questions:**

*Explain the responses you selected for the Telephone questions related to the greeting. Use complete sentences to explain what occurred or what you observed during this part of the evaluation. You must enter between 75 and 1000 characters.*

**7. ANSWERS QUESTIONS**

- Thoroughly answers questions (or finds someone who can) AND uses language that projects high confidence in his/her knowledge of the product being discussed (5 points)
- There is opportunity to more thoroughly answer questions (or find someone who can) OR there is opportunity to project higher confidence in his/her knowledge of the product being discussed (3 points)
- Does NOT thoroughly answer your question (and does not find someone who can) OR projects low confidence in his/her knowledge of the product being discussed (0 points)

**8. When you asked your question, were you transferred to someone else?**

- Yes
- No

**9. If yes, to whom were you transferred?**

*Ask for the associate's name if not provided.*

**10. Indicate the question you asked and the product you asked about:**

**11. Indicate Associate's response:**

**12. Explain the responses you provided for the UNCOVERS NEEDS AND DELIVERS ON EXPECTATIONS questions:**

*Explain the responses you selected for the Telephone questions related to associate knowledge. Use complete sentences to explain what occurred or what you observed during this part of the evaluation. You must enter between 75 and 1000 characters.*

**13. PROJECTS POSITIVE ATTITUDE**

- Projects a friendly, outgoing attitude and seems to sincerely enjoy assisting you (e.g., uses upbeat tone of voice and gives the impression that s/he is genuinely enthusiastic about speaking with you) (5 points)
- Pleasant and polite, but there is opportunity for improvement (e.g., could be more upbeat or enthusiastic) (3 points)
- Is impolite or disinterested (e.g., tone of voice conveys that he/she is just going through the motions) (0 points)

**14. EXPRESSES APPRECIATION**

- Offers a positive closing remark (e.g., thank you, have a nice day, etc.) AND invites you to come into the store (5 points)
- Offers a positive closing remark OR invites you to come into the store (3 points)
- Does NOT offer a positive closing remark AND does NOT invite you to come into the store (0 points)

**15. HOW WOULD YOU RATE YOUR EXPERIENCE WITH THE ASSOCIATE WHO ANSWERED YOUR QUESTION?**

- It was better than I expected! I was surprised and delighted!
- It was positive but not memorable
- It was as good as I expected. I was neither delighted nor disappointed
- I was slightly disappointed. There was room for improvement
- It was worse than I expected. I was very disappointed.

**16. Explain the responses you provided for the STRENGTHENS RELATIONSHIPS WITH CUSTOMERS questions:**

*Explain the responses you selected for the Telephone questions related to the associate experience. Use complete sentences to explain what occurred or what you observed during this part of the evaluation. You must enter between 75 and 1000 characters.*

**Visual Appearance / Initial Greeting****17. OUTSIDE STORE FRONT**

- Completely free of litter and debris and well-maintained (5 points)
- Minor litter or debris visible - not completely maintained (3 points)
- Substantial litter or debris visible - Not well-maintained (0 points)

**18. STOREFRONT MERCHANDISING**

- Product promotion displays in front of store and in entry area are neat, organized and eye-catching (5 points)
- Product promotion displays in front of store and in entry area are mostly neat and organized but in need of minor attention (3 points)
- Product promotion displays in front of store and in entry area are NOT neat, NOT organized OR appear cluttered (0 points)

**19. STORE ENTRANCE(S) / EXIT(S) / ENTRYWAY**

- Glass on doors and windows clean and smudge-free AND entry area is completely free of litter and debris (5 points)
- Glass on windows and doors has minor streaks or smudges OR entry area contains minor litter or debris (3 points)
- Glass on windows and doors has substantial streaks or smudges OR entry area contains substantial litter or debris (0 points)

**20. RESTROOM**

- Clean and well stocked (5 points)
- Mostly clean and well maintained but minor attention needed in one or more areas (3 points)
- Cleanliness, maintenance or stocking in need of substantial attention (0 points)

**21. Indicate which restroom evaluated:**

- Men's
- Women's
- Unisex

**22. BASKETS AND/OR CARTS**

- Are available and orderly (5 points)
- Are NOT available or orderly (0 points)

**23. AISLE APPEARANCE**

- Uncluttered and completely free of merchandise, boxes, and debris (5 points)
- Somewhat cluttered (3 points)
- Very cluttered or difficult for customers to maneuver (0 points)

**24. RACKS, SHELVES AND ENDCAPS / MERCHANDISE DISPLAYS THROUGHOUT STORE**

- All appear full, well organized and in good condition (5 points)
- Most appear full, well organized and in good condition (3 points)
- Most appear unstocked, poorly organized OR in poor condition (0 points)

**25. PRICES CLEARLY MARKED IN DEPARTMENTS WHERE YOU SOUGHT ASSISTANCE (on item, shelf edge or endcap sign)**

- All prices observed clearly marked (5 points)
- Most prices observed clearly marked (3 points)
- Many prices observed not clearly marked (0 points)

**26. Explain the responses you provided for ALL of the STORE APPEARANCE questions:**

*Explain the responses you selected for the Store Visual Appearance questions. Use complete sentences to explain what occurred or what you observed during this part of the evaluation. You must enter between 250 and 2000 characters.*

**27. INITIAL GREETING**

- I was welcomed (verbally or non-verbally--e.g. wave, smile, nod) by at least one associate within 3 seconds of entering the store (5 points)
- I was welcomed (verbally or non-verbally--e.g. wave, smile, nod) by at least one associate but it was LONGER than 3 seconds of entering the store (3 points)
- I was NOT welcomed (verbally or non-verbally--e.g. wave, smile, nod) by at least one associate upon entering the store (0 points)

**28. STOREWIDE WELCOME**

- As you pass within approximately 10 feet of associates in any area of store, you are consistently greeted and/or acknowledged with a nod or smile or an offer of assistance (5 points)
- As you pass within approximately 10 feet of associates in any area of store, you are often greeted and/or acknowledged with a nod or smile or offer of assistance (3 points)
- As you pass within approximately 10 feet of associates in any area of store, you are rarely or never greeted and/or acknowledged with a nod or smile or offer of assistance (0 points)

**29. Explain the responses you provided for the WELCOMING questions:**

*Explain the responses you selected for the Greeting and Welcome questions. Use complete sentences to explain what occurred or what you observed during this part of the evaluation. You must enter between 75 and 1000 characters.*

**Hardside****30. Indicate Primary Department for which you sought assistance:**

- Animal Health & Feed
- Automotive
- Gifts / Toys
- Hardware
- Lawn & Garden
- Pet Supplies
- Tools

**31. Indicate number of Associates in department as you entered:**

*Enter value as a number, not a word (e.g., 2).*

**32. Indicate number of customers in department as you entered:**

*Do not include yourself. Enter value as a number, not a word (e.g., 2).*

**33. Indicate the activity the Associate with whom you interacted was engaged in as you entered department:**

- Busy assisting in-store guests or on telephone
- Stocking merchandise / paperwork / cleaning or straightening
- Was not busy
- Not present in department where you are shopping
- Entered department after you
- Carrying on unrelated conversation with coworker

**34. Indicate the name of some products viewed in this department area that will help us identify where you were in store:**

*Examples: tool display, dog food, wood stoves, knives, etc. Include brands or descriptors if possible.*

**35. Explain the responses you provided for the DEPARTMENT SNAPSHOT questions:**

*Explain the responses you selected for the Hardside questions related to the department snapshot. Use complete sentences to explain what occurred or what you observed during this part of the evaluation. You must enter between 75 and 1000 characters.*

**36. Indicate the name of the Hardside Associate:**

*Ask if no name tag and they do not introduce themselves.*

**37. Provide a description of the Hardside Associate:**

*Include age range, hair color, hair length, height, and glasses or none.*

**38. ASSOCIATE APPEARANCE**

*Select the bottom response if the associate is not wearing a nametag, even if their appearance is otherwise neat and professional.*

- IS wearing nametag AND appears neat and professional (5 points)
- Is wearing nametag but appearance in need of minor attention in one or more areas (3 points)
- IS NOT wearing nametag or appears unprofessional or poorly groomed (0 points)

**39. If not wearing nametag, how did you obtain Associate's name (requested it, etc.):**

*Enter N/A if the associate was wearing a nametag.*

**40. ACKNOWLEDGEMENT**

*Acknowledgement may be either verbal or non-verbal, e.g., nod, smile, or wave.*

- Within 1 minute (5 points)
- Between 1 minute and 3 minutes (3 points)
- Had to seek assistance after 3 minutes (0 points)

**41. INITIATES FRIENDLY GREETING / OFFER OF ASSISTANCE**

- Initiates a friendly verbal greeting AND offers to assist you (5 points)
- Initiates a friendly verbal greeting OR offers to assist you (3 points)
- Does NOT initiate a greeting or offer to assist you OR greeting is not friendly (0 points)

**42. Explain the responses you provided for the WELCOMING questions:**

*Explain the responses you selected for the Hardside questions related to the associate welcome. Use complete sentences to explain what occurred or what you observed during this part of the evaluation. You must enter between 75 and 1000 characters.*

**43. ANSWERS QUESTIONS**

- Thoroughly answers questions (or finds someone who can) AND uses language that projects high confidence in his/her knowledge of the product being discussed (5 points)
- There is opportunity to more thoroughly answer questions (or find someone who can) OR there is opportunity to project higher confidence in his/her knowledge of the product being discussed (3 points)
- Does NOT thoroughly answer your question (and does not find someone who can) OR projects low confidence in his/her knowledge of the product being discussed (0 points)

**44. Indicate the question you asked and the product you asked about:****45. Indicate Associate's response:****46. BUILDS THE SALE**

*May be done at any point during the interaction.*

- Recommends at least one additional product beyond what you ask about (e.g., current promotional item, popular item, item that will complement purchase, etc.) AND conveys genuine enthusiasm around the recommendation (upbeat tone of voice, etc.) (5 points)
- Recommends at least one additional product beyond what you ask about (e.g., current promotional item, popular item, item that will complement purchase, etc.) BUT DOES NOT convey genuine enthusiasm around the recommendation (upbeat tone of voice, etc.) (3 points)
- Does not suggest at least one additional product other than what you ask about (0 points)

**47. Indicate what ADDITIONAL item(s) were recommended, if applicable:**

*Enter N/A if the associate did not build the sale.*

**48. Explain the responses you provided for the UNCOVERS NEEDS AND DELIVERS ON EXPECTATIONS questions:**

*Explain the responses you selected for the Hardside questions related to the associate knowledge. Use complete sentences to explain what occurred or what you observed during this part of the evaluation. You must enter between 100 and 1000 characters.*

**49. FOCUSES ON YOU**

- Listens attentively, gives undivided attention without interruption or distraction and does NOT make you feel rushed (5 points)
- Listens but seems distracted by things going on around him/her (3 points)
- Does not listen, appears disengaged or unfocused OR makes you feel rushed (0 points)

**50. SMILES AND MAKES EYE CONTACT**

- Uses every opportunity to smile and make eye contact as appropriate (5 points)
- Smiles and makes eye contact but there is opportunity for more (3 points)
- Does not smile and/or avoids eye contact (0 points)

**51. PROJECTS POSITIVE ATTITUDE**

- Projects a friendly, outgoing attitude and seems to sincerely enjoy assisting you (consistently smiles, makes eye contact, and uses upbeat tone of voice that conveys enthusiasm and energy) (5 points)
- Pleasant, polite and reserved (e.g. uses minimal gestures and a positive, steady tone) (3 points)
- Appears to be going through the motions or seems disinterested (0 points)

**52. EXPRESSES APPRECIATION**

- Offers a positive closing remark (e.g., thank you, have a nice day, etc.) AND invites you to return (5 points)
- Offers a positive closing remark (e.g., thank you, have a nice day, etc.) OR invites you to return (3 points)
- Does NOT offer a positive closing remark (e.g., thank you, have a nice day, etc.) OR invite you to return (0 points)

**53. HOW WOULD YOU RATE YOUR EXPERIENCE WITH THIS ONE ASSOCIATE?**

- It was better than I expected! I was surprised and delighted!
- It was positive but not memorable
- It was as good as I expected. I was neither delighted nor disappointed
- I was slightly disappointed. There was room for improvement
- It was worse than I expected. I was very disappointed.

**54. Explain the responses you provided for the STRENGTHENS RELATIONSHIPS WITH CUSTOMERS questions:**

*Explain the responses you selected for the Hardside questions related to the associate experience. Use complete sentences to explain what occurred or what you observed during this part of the evaluation. You must enter between 100 and 1000 characters.*

**Clothing****55. Indicate Department for which you sought assistance:**

- Boots / Shoes
- Apparel

**56. Indicate number of Associates in department as you entered:**

*Enter value as a number, not a word (e.g., 2).*

**57. Indicate number of customers in department as you entered:**

*Do not include yourself. Enter value as a number, not a word (e.g., 2).*

**58. Indicate the activity the Associate with whom you interacted was engaged in as you entered department:**

- Busy assisting in-store guests or on telephone
- Stocking merchandise / paperwork / cleaning or straightening
- Was not busy
- Not present in department where you are shopping
- Entered department after you
- Carrying on unrelated conversation with coworker

**59. Indicate the name of some products viewed in this department area that will help us identify where you were in store:**

*Examples: Work boots, men's t-shirts, women's jackets, children's outdoor clothing display, etc. Include brands or descriptors if possible.*

**60. Explain the responses you provided for the DEPARTMENT SNAPSHOT questions:**

*Explain the responses you selected for the Clothing questions related to the department snapshot. Use complete sentences to explain what occurred or what you observed during this part of the evaluation. You must enter between 75 and 1000 characters.*

**61. Indicate the name of the Clothing Associate:**

*Ask if no name tag and they do not introduce themselves.*

**62. Provide a description of the Clothing Associate:**

*Include age range, hair color, hair length, height, and glasses or none.*

**63. ASSOCIATE APPEARANCE**

*Select the bottom response if the associate is not wearing a nametag, even if their appearance is otherwise neat and professional.*

- IS wearing nametag AND appears neat and professional (5 points)
- Is wearing nametag but appearance in need of minor attention in one or more areas (3 points)
- IS NOT wearing nametag or appears unprofessional or poorly groomed (0 points)

**64. If not wearing nametag, how did you obtain Associate's name (requested it, etc.):**

*Enter N/A if the associate was wearing a nametag.*

**65. ACKNOWLEDGEMENT**

*Acknowledgement may be either verbal or non-verbal, e.g., nod, smile, or wave.*

- Within 1 minute (5 points)
- Between 1 minute and 3 minutes (3 points)
- Had to seek assistance after 3 minutes (0 points)

**66. INITIATES FRIENDLY GREETING / OFFER OF ASSISTANCE**

- Initiates a friendly verbal greeting AND offers to assist you (5 points)
- Initiates a friendly verbal greeting OR offers to assist you (3 points)
- Does NOT initiate a greeting or offer to assist you OR greeting is not friendly (0 points)

**67. Explain the responses you provided for the WELCOMING questions:**

*Explain the responses you selected for the Clothing questions related to the associate welcome. Use complete sentences to explain what occurred or what you observed during this part of the evaluation. You must enter between 75 and 1000 characters.*

**68. ANSWERS QUESTIONS**

- Thoroughly answers questions (or finds someone who can) AND uses language that projects high confidence in his/her knowledge of the product being discussed (5 points)
- There is opportunity to more thoroughly answer questions (or find someone who can) OR there is opportunity to project higher confidence in his/her knowledge of the product being discussed (3 points)
- Does NOT thoroughly answer your question (and does not find someone who can) OR projects low confidence in his/her knowledge of the product being discussed (0 points)

**69. Indicate the question you asked and the product you asked about:****70. Indicate Associate's response:****71. OFFERS FITTING ROOMS (if appropriate)**

*Select N/A if you asked about an item that wouldn't require a fitting room, such as boots, a jacket, children's clothing, or a gift for someone else.*

- Offers to escort you to the fitting rooms (5 points)
- Directs you to the fitting rooms (3 points)
- Does NOT mention the fitting rooms (0 points)
- N/A - Item did not require fitting room

**72. BUILDS THE SALE**

*May be done at any point during the interaction.*

Recommends at least one additional product beyond what you ask about (e.g., current promotional item, popular item, item that will complement purchase, etc.) AND conveys genuine enthusiasm around the recommendation (upbeat tone of voice, etc.) (5 points)

Recommends at least one additional product beyond what you ask about (e.g., current promotional item, popular item, item that will complement purchase, etc.) BUT DOES NOT convey genuine enthusiasm around the recommendation (upbeat tone of voice, etc.) (3 points)

Does not suggest at least one additional product other than what you ask about (0 points)

**73. Indicate what ADDITIONAL item(s) were recommended, if applicable:**

*Enter N/A if the associate did not build the sale.*

**74. Explain the responses you provided for the UNCOVERS NEEDS AND DELIVERS ON EXPECTATIONS questions:**

*Explain the responses you selected for the Clothing questions related to the associate knowledge. Use complete sentences to explain what occurred or what you observed during this part of the evaluation. You must enter between 100 and 1000 characters.*

**75. FOCUSES ON YOU**

Listens attentively, gives undivided attention without interruption or distraction and does NOT make you feel rushed (5 points)

Listens but seems distracted by things going on around him/her (3 points)

Does not listen, appears disengaged or unfocused OR makes you feel rushed (0 points)

**76. SMILES AND MAKES EYE CONTACT**

Uses every opportunity to smile and make eye contact as appropriate (5 points)

Smiles and makes eye contact but there is opportunity for more (3 points)

Does not smile and/or avoids eye contact (0 points)

**77. PROJECTS POSITIVE ATTITUDE**

Projects a friendly, outgoing attitude and seems to sincerely enjoy assisting you (consistently smiles, makes eye contact, and uses upbeat tone of voice that conveys enthusiasm and energy) (5 points)

Pleasant, polite and reserved (e.g. uses minimal gestures and a positive, steady tone) (3 points)

Appears to be going through the motions or seems disinterested (0 points)

**78. EXPRESSES APPRECIATION**

Offers a positive closing remark (e.g., thank you, have a nice day, etc.) AND invites you to return (5 points)

Offers a positive closing remark (e.g., thank you, have a nice day, etc.) OR invites you to return (3 points)

Does NOT offer a positive closing remark (e.g., thank you, have a nice day, etc.) OR invite you to return (0 points)

**79. HOW WOULD YOU RATE YOUR EXPERIENCE WITH THIS ONE ASSOCIATE?**

It was better than I expected! I was surprised and delighted!

It was positive but not memorable

It was as good as I expected. I was neither delighted nor disappointed

I was slightly disappointed. There was room for improvement

It was worse than I expected. I was very disappointed.

**80. Explain the responses you provided for the STRENGTHENS RELATIONSHIPS WITH CUSTOMERS questions:**

*Explain the responses you selected for the Clothing questions related to the associate experience. Use complete sentences to explain what occurred or what you observed during this part of the evaluation. You must enter between 100 and 1000 characters.*

**Cashier****81. Indicate total # of customers in front of you:**

*Enter value as a number, not a word (e.g., 2). Only include "purchasing customers" - not children, spouses, etc.*

**82. If there more than 3 customers in ANY line (not counting the customer who is being rung up) arrangements are made to open up another cashier lane**

*Do not count the customer who is being rung up. Select N/A if no lines have 4 or more waiting customers.*

- Yes (5 points)  
 No (0 points)  
 N/A

**83. Indicate time in minutes and seconds from joining the line to check out to being acknowledged by the Cashier:**

*Format response as mm:ss*

**84. Indicate the name of the Cashier:**

*If no nametag and not listed on the receipt, you do not need to ask. Enter "Unknown" if you cannot obtain their name.*

**85. Provide a description of the Cashier:**

*Include age range, hair color, hair length, height, and glasses or none.*

**86. CASHIER APPEARANCE**

*Select the bottom response if the associate is not wearing a nametag, even if their appearance is otherwise neat and professional.*

- IS wearing nametag AND appears neat and professional (5 points)  
 Is wearing nametag but appearance in need of minor attention in one or more areas (3 points)  
 IS NOT wearing nametag or appears unprofessional or poorly groomed (0 points)

**87. If not wearing nametag, how did you obtain Cashier's name:**

*Enter N/A if the associate was wearing a nametag. Check the receipt to see if the name is listed. If not and you could not obtain their name, provide a brief explanation (e.g., "No nametag and name not listed on receipt").*

**88. INITIATES FRIENDLY GREETING**

- Initiates a friendly verbal greeting AND engages you in conversation (5 points)  
 Initiates a friendly verbal greeting OR engages you in conversation (3 points)  
 Does NOT initiate a friendly verbal greeting AND does NOT engage you in conversation (0 points)

**89. Explain the responses you provided for the WELCOMING questions:**

*Explain the responses you selected for the Cashier questions related to the checkout snapshot and associate welcome. Use complete sentences to explain what occurred or what you observed during this part of the evaluation. You must enter between 75 and 1000 characters.*

**90. PROCESSES TRANSACTION EFFICIENTLY AND IN A TIMELY MANNER**

*Do not consider factors outside of cashier's control.*

- Yes my transaction was processed in an efficient and timely manner (5 points)  
 No, my transaction was NOT processed in a timely and efficient manner (0 points)

**91. Explain the responses you provided for the UNCOVERS NEEDS AND DELIVERS ON EXPECTATIONS questions:**

*Explain the responses you selected for the Cashier questions related to the transaction. Use complete sentences to describe what occurred and if there were any issues. You must enter between 75 and 1000 characters.*

**92. FOCUSES ON YOU**

- Listens attentively, gives undivided attention without interruption or distraction and does NOT make you feel rushed (5 points)
- Listens but seems distracted by things going on around him/her (3 points)
- Does not listen, appears disengaged or unfocused OR makes you feel rushed (0 points)

**93. SMILES AND MAKES EYE CONTACT**

- Uses every opportunity to smile and make eye contact as appropriate (5 points)
- Smiles and makes eye contact but there is opportunity for more (3 points)
- Does not smile and/or avoids eye contact (0 points)

**94. PROJECTS POSITIVE ATTITUDE**

- Projects a friendly, outgoing attitude and seems to sincerely enjoy assisting you (consistently smiles, makes eye contact, and uses upbeat tone of voice that conveys enthusiasm and energy) (5 points)
- Pleasant, polite and reserved (e.g. uses minimal gestures and a positive, steady tone) (3 points)
- Appears to be going through the motions or seems disinterested (0 points)

**95. Associate mentions/asks if you are a "Country Club" loyalty member**

- Yes (5 points)
- No (0 points)

**96. EXPRESSES APPRECIATION**

- Offers a positive closing remark (e.g., thank you, have a nice day, etc.) AND invites you to return (5 points)
- Offers a positive closing remark (e.g., thank you, have a nice day, etc.) OR invites you to return (3 points)
- Does NOT offer a positive closing remark (e.g., thank you, have a nice day, etc.) OR invite you to return (0 points)

**97. HOW WOULD YOU RATE YOUR EXPERIENCE WITH THIS ONE CASHIER?**

- It was better than I expected! I was surprised and delighted!
- It was positive but not memorable
- It was as good as I expected. I was neither delighted nor disappointed
- I was slightly disappointed. There was room for improvement
- It was worse than I expected. I was very disappointed.

**98. Explain the responses you provided for the STRENGTHENS RELATIONSHIPS WITH CUSTOMERS questions:**

*Explain the responses you selected for the Cashier questions related to the associate experience. Use complete sentences to explain what occurred or what you observed during this part of the evaluation. You must enter between 100 and 1000 characters.*

**Carry-Out or Load-Out Service****99. Did your Cashier (or any other Cashier whom you observed) call for carry-out or load-out service?**

- Yes
- No

**100. If yes and you either experience one of these services or can fully observe service being performed for another customer, evaluate demeanor of / impression made by Associate:**

- Projects a friendly, outgoing attitude and seems to sincerely enjoy assisting you (consistently smiles, makes eye contact, and uses upbeat tone of voice that conveys enthusiasm and energy) (5 points)
- Pleasant, polite and reserved (e.g. uses minimal gestures and a positive, steady tone) (3 points)
- Appears to be going through the motions or seems disinterested (0 points)
- N/A - Cashier did not call out for service

**101. If yes and you either experience one of these services or can fully observe service being performed for another customer, evaluate efficiency of the Associate:**

- Carry-out / load-out service is performed in a prompt and timely manner (5 points)  
 Carry-out / load-out service is NOT performed in a prompt and timely manner (0 points)  
 N/A - Cashier did not call out for service

**102. Explain the responses you provided for the CARRY-OUT OR LOAD-OUT SERVICE questions:**

*Explain the responses you selected for the carry-out or load-out service questions. Use complete sentences to explain what occurred or what you observed during this part of the evaluation. You must enter between 100 and 1000 characters.*

**Overall Impression**

**103. Indicate how comfortable you were shopping at this store:**

- I was very comfortable  
 I was somewhat comfortable  
 I was not at all comfortable

**104. HOW WOULD YOU RATE YOUR OVERALL EXPERIENCE TODAY?**

- It was better than I expected! I was surprised and delighted!  
 It was positive but not memorable  
 It was as good as I expected. I was neither delighted nor disappointed  
 I was slightly disappointed. There was room for improvement  
 It was worse than I expected. I was very disappointed.

**105. Explain the responses you provided for the OVERALL IMPRESSION questions:**

*Check your previous responses. Do not score down for factors outside the staff's control. Use complete sentences to explain your responses. You must enter between 100 and 1000 characters.*

**Shop Validation**

**106. Did you get a receipt?**

*Upload the itemized receipt to show the item(s) purchased. Click "Yes" and then upload your receipt.*

- Yes  
 No

**107. If you did not get a receipt, explain why:**

*Enter N/A if you uploaded your receipt.*

END OF QUESTIONNAIRE