

ALPINE BANK

FACILITY

INSTRUCTIONS

QUESTIONNAIRE

Evaluate the online listing and address for the assigned branch and then visit the branch to evaluate signage and cleanliness. This shop does not require interacting with employees.

Before You Begin

- Review your shop confirmation
- Know the observations to make
- Have a copy of the authorization letter
- Confirm business hours

Don't Forget!

- Arrive during business hours
- Make all exterior observations
- Go inside to look for lobby signage
- Take a photo of the bank exterior



General Requirements

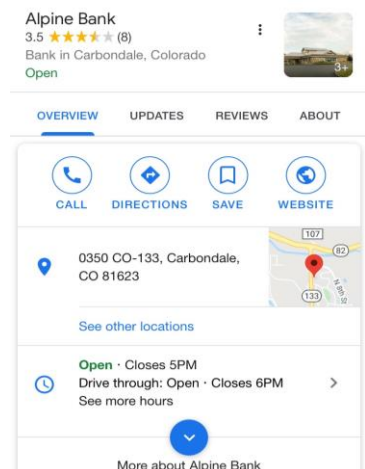
- Read all instructions and the entire questionnaire before you complete the shop.
- Check www.alpinebank.com for your assigned location's business hours.
 - Complete the shop during daylight and business hours so that you can see the branch's exterior and have access to the interior.
- [Click here to print a copy of the authorization letter](#) (show only if necessary).
- Submit your report to shopperhub.cxgroup.com within 12 hours of completing the shop.
- Retain all documentation for six months following your shop.
- You or your immediate family members cannot currently nor have ever worked for Alpine Bank.



Shop Instructions

Step #1: Online branch listing evaluation

- **If you have a cell phone:** Once you're at the assigned location and have parked your car, go to google.com on your phone and search for 'Alpine Bank near me' to pull up location results.
- **If you do not have a cell phone:** Before leaving to go to the assigned location, go to google.com using a web browser. Search for 'Alpine Bank' and the address of the assigned branch.
- Compare the branch information as listed on Google to the location information provided in your shop confirmation. Note any address or location discrepancies in your report.



Google listing example

Step #2: Evaluate the bank's exterior from your vehicle & take a photo as proof of shop

- Stay in your vehicle as you evaluate branch signage and check for maintenance and cleanliness of the parking lot, landscaping, and building.
- **ATM evaluation:** Check your shop confirmation to determine whether this is required.
 - If the location only has a walk-up ATM, an ATM located inside a vestibule, or an off-site ATM, an ATM evaluation is not required.
 - If the location has a drive-thru ATM, stay in your vehicle. Drive up to the ATM to evaluate its cleanliness. A transaction at the ATM is not required.
- **Required photo:** Discreetly take one photo of the exterior of the bank to upload with your report as proof of shop. This may be done from your vehicle.

Step #3: Go inside to evaluate the interior of the bank

- Check the cleanliness of the windows as you walk inside to observe the lobby. Note if the lobby is comfortable and professional and if the desks and workstations you can see are tidy.
- **Lobby signage:** Remember the message shown on the marketing banner in the lobby. The marketing banner is a vertical floor stand and should be placed in full view of the lobby. If it is difficult to locate, mention this in your report.
- Do not take any photos while inside the bank or seek out an interaction with any employees.
 - If you're approached while reviewing the lobby, casually ask what their hours are for Saturday or another day of the week and then leave. This is to maintain your anonymity.
 - If an employee questions your presence further, you may provide the authorization letter you printed to bring with you.
 - Do not share or discuss the shop results with the branch manager or employees. If asked, politely indicate you've been asked to provide the results to the corporate office only.
 - If you are asked to leave before completing all required observations, please do so immediately (do not argue). Notify your scheduler.

ALPINE BANK LOBBY BANNERS FOR 2022



Fall/winter banner examples



QUESTIONNAIRE

Shop date:

Start time:

End time:

Service Analysis

1. Was the Google listing for this location accurate and up to date?

Select N/A only if a technical issue prevented you from seeing Google search results using your cell phone or a web browser.

Yes N/A – I could not search for the location via Google
 No

2. If any discrepancies were noted in the Google listing, please explain:

3. Was the location's exterior signage easy to see?

Yes No

4. If no, what made it difficult to see the exterior signage?

5. Did the exterior signage assist in locating the branch?

Yes No

6. If no, please explain:

7. Was there exterior signage to clearly show where to find service areas, such as the drive-thru service area, walk-up service area, and/or ATM?

Yes N/A – no exterior service areas
 No

8. If no, please explain:

9. Was the parking lot clean with accessible parking available?

The Telluride branch only has on-street parking available; select N/A if you shopped this location.

Yes N/A – no parking lot
 No

10. If no, please explain:

11. Was the landscaping neat and well maintained?

Yes N/A – no landscaping
 No

12. If no, please explain:

13. Was the exterior of the building clean and attractive?

Yes No

14. If no, please explain:

15. Were the exterior windows clean?

Yes

No

16. If no, please explain:

17. Was the ATM clean?

Yes

No

N/A – ATM evaluation not required

18. If no, please explain:

19. Was the lobby comfortable and professional?

Yes

No

N/A – lobby closed

20. If no, please explain:

21. Were the desks and workstations tidy?

Yes

No

N/A – lobby closed

22. If no, please explain:

23. What marketing banner was displayed in the lobby?

Please note the name of the banner's headline or any other identifying characteristics to help us ensure that the correct banner was being displayed in the lobby.

24. Overall comments:

Please provide comments describing the general appearance of the branch. Include anything else you noted about the branch's signage, cleanliness, or appearance.

25. Upload a photo of the exterior of the bank as proof of shop:

END OF QUESTIONNAIRE