

# STATER BROS.

## GROCERY MYSTERY SHOP

# INSTRUCTIONS

## QUESTIONNAIRE

Perform an anonymous evaluation of the Produce, Bakery, Service Deli, and Meat departments, then make a purchase at checkout.

### Before You Begin

- Review your shop confirmation
- Know the departments to visit
- Review purchase requirements
- Have a device to record required times

### Don't Forget!

- Arrive after 10:00 AM but before 7:00 PM
- Check for nametags and uniforms
- Ask a question in each department
- Buy at least 3 items to get a receipt



## General Requirements

- Read all instructions and the entire questionnaire before you complete the shop.
- Shop the store at the address listed in your shop confirmation.
- Arrive between 10am-7pm on the date assigned. Do not start before 10am or finish after 8pm.
- Spend a minimum of 15 minutes in the store, and complete the shop alone.
- Buy 3 or more items of your choice to get a receipt. Ask for a receipt if you are not offered one.
- Submit your report to [shopperhub.cxgroup.com](https://shopperhub.cxgroup.com) within 12 hours of completing the shop.
- Upload the entire receipt image with your report, including the date/time and register number.
  - If you cannot fit the receipt into one photo, upload photos of the top half and bottom half.
  - Your uploaded receipt must be legible. If it is not, you will receive a Clarifications request.
- Retain all documentation for six months following your shop.
- You or your immediate family members cannot currently nor have ever worked in the past 10 years for Stater Bros. nor currently work for any other local grocery retailer.



## Parking Lot, Store Entry, & Sales Floor Observations

- Look to see if any loose carts (not in cart corrals) are blocking open parking spaces.
- If a teammate is present in the parking lot at any time, make note of what they're doing.
- Confirm carts and sanitation wipes are available at the entrance. Wipes are in a dispenser.
- Get a current paper ad circular from the entrance or service desk.
  - If no ad circulars are available, look up the weekly ad specials on your phone.
  - You'll be confirming if featured ad items are available in Produce, Bakery, Deli, and Meat.
- Teammates working on the sales floor/in the aisles should acknowledge customers as they

pass, prioritizing customers over other tasks.

- Note if all teammates you come near (within their field of vision) acknowledge you.
- Ask any available associate who is not behind a counter or register to help you find an item.
  - It can be any item the store sells, as long as it's not within sight of where you're standing.
  - Allow the associate to fully assist you. If they offer to walk you to the item, accept.
- Confirm all teammates encountered throughout the store are wearing the proper uniform:
 

✓ Nametag	✓ Polo shirt is clean, unwrinkled, and tucked in
✓ Stater Bros. polo shirt	✓ Black or white long-sleeved undershirts, black cardigan sweaters, and black jackets may be worn with the polo shirt
✓ Black dress pants	
✓ Closed-toe black shoes	



## Produce Observations

- Choose any single Produce dept. item listed in the weekly ad circular, and confirm it's in stock.
- Browse within view of a teammate in Produce to see if you are acknowledged.
  - If you are not acknowledged, ask the teammate for assistance.
  - If a teammate is not present, walk the department for a couple of minutes to see if someone arrives.
- Ask the teammate a question of your choice about any item in Produce. For example:
 

✓ What is your most popular apple?	✓ Is there a way to ripen avocados quickly?
✓ Is your produce grown locally?	✓ What fruits are in season?
✓ How can you tell when this is ripe?	✓ Can fresh cut stations take custom orders?
- Check the Fresh Cut Station (a full-service counter with cut produce) to confirm a teammate is present between 3pm-7pm.
  - If a teammate is not present, wait 30 seconds at the station to see if someone arrives.



*Fresh Cut Station example*



## Bakery Observations

- Record time (in mins:secs) to be actively assisted after joining the line at the Bakery counter.
  - If a teammate is not present, stand at the counter and browse the service case for a couple of minutes to see if someone arrives.
- Ask a question of your choice about an item in the Bakery service case. For example:
 

✓ Do you carry ice cream cakes?	✓ Do you have bags for the muffins?
✓ Do you have individual cake slices?	✓ Can I order a custom cake?
✓ Can I sample a cookie/product?	✓ What variety of cake fillings do you offer?
- Choose any single Bakery dept, item listed in the weekly ad circular, and confirm it's in stock.



## Service Deli Observations

- Record time (in mins:secs) to be actively assisted after joining the line at the Deli counter.
  - If a teammate is not present, stand at the counter and browse the service case for a couple of minutes to see if someone arrives.
- Ask a question about an item in the Deli service case. For example:
  - ✓ What do you recommend?
  - ✓ May I sample the salads?
  - ✓ Are the condiments free?
  - ✓ How long ago was this made?
  - ✓ Do you make custom sandwiches?
  - ✓ What are your bestselling meats/cheeses?
- Choose any single Deli dept. item listed in the weekly ad circular, and confirm it's in stock.



## Meat Observations

- Record time (in mins:secs) to be actively assisted after joining the line at the Meat counter.
  - If a teammate is not present, stand at the counter and browse the service case for a couple of minutes to see if someone arrives.
- Ask a question of your choice about an item in the Meat service case. For example:
  - ✓ How do I cook or prepare <item>?
  - ✓ What goes well with <item>?
  - ✓ Is Ribeye or New York Strip better?
  - ✓ Are you able to grind <name a protein>?
  - ✓ Do you offer seasoning once an order is cut?
  - ✓ What's the difference between meat grades?
- Choose any single Meat dept. item listed in the weekly ad circular, and confirm it's in stock.



## Checkout

- After selecting 3 or more items, walk the front-end to observe the following:
  - ✓ Number of full-service lanes open
  - ✓ Number of express lanes open
  - ✓ If a teammate is directing customers to available lanes
- Select a full-service checkout lane with a bagger.
  - If no baggers are present, select any full-service checkout lane.
- If an associate directs you to the self-checkout lanes, politely decline.
  - Do not use self-checkout unless you have no option to use a full-service checkout lane.
- If you are offered carryout service, you may accept or decline.
- Get a receipt for your purchase. Ask for a receipt if one is not offered.



# QUESTIONNAIRE

Shop date:

Start time:

End time:

## Parking Lot

1. Were all parking spaces free from blockage due to loose carts?

Yes

No

2. Was a teammate present anywhere in the lot?

Yes

No

3. If yes, did the teammate greet any customers?

Yes

No

N/A – no teammate in lot

4. Did you witness any other teammate service in the parking lot?

*Answer Yes if a teammate was helping a customer put groceries into their car, shielding them with an umbrella if raining, returning their cart for them, or otherwise being helpful.*

Yes

No

N/A – no teammate in lot

5. Were carts available at the front entrance?

Yes

No

6. Were cart sanitation wipes available for customer use near the entrance?

*If the dispenser was empty or not present at all, answer No.*

Yes

No

## Sales Floor

7. Was each sales floor teammate you saw in uniform and wearing a nametag?

*This refers only to associates encountered on the sales floor/in the aisles. Do not answer No based on the teammate you interacted with in Produce or at a full-service counter. If a sales floor teammate was missing a nametag or had a uniform issue, please explain in your comments.*

Yes

No

N/A – no teammates on sales floor

8. When in proximity of sales floor teammates, were you acknowledged with a greeting, eye contact, smile, or nod?

*When you walked within reasonable distance of a teammate and within in their line of sight, they should have acknowledged you in some way as they completed their task or assisted other customers.*

Yes

No

N/A – no teammates on sales floor

9. If no, please explain:

10. Did the teammate walk you to the area you asked about, offer to walk you to it, or provide

**verbal directions to help you locate it?**

*If you answer No to this question, please explain why in your comments.*

- Yes, walked or offered to walk me to the item
- Yes, provided verbal directions
- No
- N/A – no teammates on sales floor

**11. Did the teammate close the interaction with an appropriate parting remark?**

*Answer Yes if the teammate made any polite remark such as, "Thanks," "Have a good one," "Enjoy your day," etc.*

- Yes
- No
- N/A – no teammates on sales floor

**Produce****12. Was a teammate present in the Produce department?**

- Yes
- No
- N/A – department under renovation

**13. Were you greeted or acknowledged (nod, smile, wave, eye contact) by a teammate in Produce at any point?**

- Yes
- No
- N/A – no teammate present
- N/A – department under renovation

**14. If no or a teammate wasn't present, please explain:****15. Was the Produce teammate in uniform with a visible nametag?**

- Yes, visible nametag and in uniform
- In uniform but nametag partially obstructed
- In uniform but nametag covered
- In uniform but no nametag
- Nametag worn but not in uniform
- No nametag and not in uniform
- N/A – no teammate present
- N/A – department under renovation

**16. Did the Produce teammate satisfy your request or question, demonstrating product knowledge, or find someone who could?**

*When you asked a question, the teammate should have provided an answer or offered to find out for you. You should have walked away feeling like you received complete and correct information. If you answer No to this question, please explain why in your comments.*

- Yes
- No
- N/A – no teammate present
- N/A – department under renovation

**17. Did the Produce teammate close the interaction with an appropriate parting remark?**

*Answer Yes if the teammate made any polite remark such as, "Thanks," "Have a good one," "Enjoy your day," etc.*

- Yes
- No
- N/A – no teammate present
- N/A – department under renovation

**18. Were featured Produce ad items available?**

- Yes
- No
- N/A – department under renovation

**19. Was a Produce teammate available at the Fresh Cut Station?**

*Answer No if no one appeared after 30 seconds of waiting.*

- Yes
- No
- N/A – arrived before 3pm or after 7pm
- N/A – no fresh cut station at this store
- N/A – department under renovation

## Bakery

20. Was a teammate present at the Bakery counter?

- Yes  N/A – no bakery counter at this store  
 No  N/A – department under renovation

21. Were you greeted or acknowledged (nod, smile, wave, eye contact) by a Bakery teammate within a reasonable time given the number of customers waiting for service?

- Yes  N/A – no bakery counter at this store  
 No  N/A – department under renovation  
 N/A – no teammate present

22. If no or a teammate wasn't present, please explain:

23. Was the Bakery teammate in uniform with a visible nametag?

- Yes, visible nametag and in uniform  No nametag and not in uniform  
 In uniform but nametag partially obstructed  N/A – no teammate present  
 In uniform but nametag covered  N/A – no bakery counter at this store  
 In uniform but no nametag  N/A – department under renovation  
 Nametag worn but not in uniform

24. How long did you wait at the counter before a Bakery teammate actively assisted you?

*MM:SS format. Start timing once you get in line, and stop timing when you are actively assisted by the teammate.*

25. Did the Bakery teammate satisfy your request or question, demonstrating product knowledge, or find someone who could?

*When you asked a question, the teammate should have provided an answer or offered to find out for you. You should have walked away feeling like you received complete and correct information. If you answer No to this question, please explain why in your comments.*

- Yes  N/A – no bakery counter at this store  
 No  N/A – department under renovation  
 N/A – no teammate present

26. Did the Bakery teammate close the interaction with an appropriate parting remark?

*Answer Yes if the teammate made any polite remark such as, "Thanks," "Have a good one," "Enjoy your day," etc.*

- Yes  N/A – no bakery counter at this store  
 No  N/A – department under renovation  
 N/A – no teammate present

27. Were featured Bakery ad items available?

- Yes  N/A – department under renovation  
 No

## Deli

28. Was a teammate present at the Deli counter?

- Yes  N/A – no deli counter at this store  
 No  N/A – department under renovation

29. Were you greeted or acknowledged (nod, smile, wave, eye contact) by a Deli teammate within a reasonable time given the number of customers waiting for service?

- Yes  No

N/A – no teammate present N/A – department under renovation N/A – no deli counter at this store

30. If no or a teammate wasn't present, please explain:

31. Was the Deli teammate in uniform with a visible nametag?

 Yes, visible nametag and in uniform No nametag and not in uniform In uniform but nametag partially obstructed N/A – no teammate present In uniform but nametag covered N/A – no deli counter at this store In uniform but no nametag N/A – department under renovation Nametag worn but not in uniform

32. How long did you wait at the counter before a Deli teammate actively assisted you?

*MM:SS format. Start timing once you get in line, and stop timing when you are actively assisted by the teammate.*

33. Did the Deli teammate satisfy your request or question, demonstrating product knowledge, or find someone who could?

*When you asked a question, the teammate should have provided an answer or offered to find out for you. You should have walked away feeling like you received complete and correct information. If you answer No to this question, please explain why in your comments.*

 Yes N/A – no deli counter at this store No N/A – department under renovation N/A – no teammate present

34. If you asked the Deli teammate for a sample of a sliced meat or cheese, was one provided to you?

 Yes N/A – no teammate present No N/A – no deli counter at this store N/A – no sample requested N/A – department under renovation

35. Did the Deli teammate close the interaction with an appropriate parting remark?

*Answer Yes if the teammate made any polite remark such as, "Thanks," "Have a good one," "Enjoy your day," etc.*

 Yes N/A – no deli counter at this store No N/A – department under renovation N/A – no teammate present

36. Were featured Deli ad items available?

 Yes N/A – department under renovation No

## Meat

37. Was a teammate present at the Meat counter?

 Yes N/A – no meat counter at this store No

38. Were you greeted or acknowledged (nod, smile, wave, eye contact) by a Meat teammate within a reasonable time given the number of customers waiting for service?

 Yes N/A – no teammate present No N/A – no meat counter at this store

39. If no or a teammate wasn't present, please explain:

**40. Was the Meat teammate in uniform with a visible nametag?**

- |  |  |
|--|--|
| <input type="checkbox"/> Yes, visible nametag and in uniform         | <input type="checkbox"/> Nametag worn but not in uniform     |
| <input type="checkbox"/> In uniform but nametag partially obstructed | <input type="checkbox"/> No nametag and not in uniform       |
| <input type="checkbox"/> In uniform but nametag covered              | <input type="checkbox"/> N/A – no teammate present           |
| <input type="checkbox"/> In uniform but no nametag                   | <input type="checkbox"/> N/A – no meat counter at this store |

**41. How long did you wait at the counter before a Meat teammate actively assisted you?**

*MM:SS format. Start timing once you get in line, and stop timing when you are actively assisted by the teammate.*

**42. Did the Meat teammate satisfy your request or question, demonstrating product knowledge, or find someone who could?**

*When you asked a question, the teammate should have provided an answer or offered to find out for you. You should have walked away feeling like you received complete and correct information. If you answer No to this question, please explain why in your comments.*

- |                              |  |
|------------------------------|--|
| <input type="checkbox"/> Yes | <input type="checkbox"/> N/A – no teammate present           |
| <input type="checkbox"/> No  | <input type="checkbox"/> N/A – no meat counter at this store |

**43. Did the Meat teammate close the interaction with an appropriate parting remark?**

*Answer Yes if the teammate made any polite remark such as, "Thanks," "Have a good one," "Enjoy your day," etc.*

- |                              |  |
|------------------------------|--|
| <input type="checkbox"/> Yes | <input type="checkbox"/> N/A – no teammate present           |
| <input type="checkbox"/> No  | <input type="checkbox"/> N/A – no meat counter at this store |

**44. If you placed a meat order, did the Meat teammate offer any of the following additional services?**

*Select all that apply. Meat tumbling = marinating meat*

- |  |  |
|--|--|
| <input type="checkbox"/> Amazing Tastes seasoning added to any protein | <input type="checkbox"/> Meat tumbling                       |
| <input type="checkbox"/> Custom grind your selection                   | <input type="checkbox"/> None of these                       |
| <input type="checkbox"/> Tenderize your selection                      | <input type="checkbox"/> N/A – no meat order placed          |
| <input type="checkbox"/> Custom cuts of your selection                 | <input type="checkbox"/> N/A – no teammate present           |
|  | <input type="checkbox"/> N/A – no meat counter at this store |

**45. Were featured Meat ad items available?**

- |                              |                             |
|------------------------------|-----------------------------|
| <input type="checkbox"/> Yes | <input type="checkbox"/> No |
|------------------------------|-----------------------------|

**Checkout****46. Were three or fewer customers in each checkout lane?**

- |                              |                             |
|------------------------------|-----------------------------|
| <input type="checkbox"/> Yes | <input type="checkbox"/> No |
|------------------------------|-----------------------------|

**47. How many express lanes were open?**

*This refers to lanes that restrict the number of items to improve checkout speed (ex: 10 items or less).*

- |                            |                                    |
|----------------------------|------------------------------------|
| <input type="checkbox"/> 0 | <input type="checkbox"/> 3         |
| <input type="checkbox"/> 1 | <input type="checkbox"/> 4 or more |
| <input type="checkbox"/> 2 |                                    |

**48. How many full-service checkout lanes were open?**

- |                            |                                    |
|----------------------------|------------------------------------|
| <input type="checkbox"/> 1 | <input type="checkbox"/> 4         |
| <input type="checkbox"/> 2 | <input type="checkbox"/> 5         |
| <input type="checkbox"/> 3 | <input type="checkbox"/> 6 or more |

**49. Was a teammate directing or assisting customer traffic to open registers?**

*Answer based on your departure time.*

- |   |  |
|---|--|
| <input type="checkbox"/> Yes, weekday after 3pm | <input type="checkbox"/> Yes, weekday before 3pm |
|---|--|

Yes, weekend visit  
 No, weekday after 3pm

No, weekday before 3pm  
 No, weekend visit

50. Were you warmly acknowledged by the cashier when the transaction began?

Yes

No

51. If no, please explain:

52. Did the cashier give you their full attention, rather than speaking with others?

Yes

No

53. Did the cashier remind you to input your digital deals?

Yes

No

54. If you don't have digital deals, did the cashier provide additional information about it?

Yes

N/A – already a member

No

55. Was a bagger present in your lane?

Yes

No

56. Were you warmly acknowledged by the bagger at any point?

Yes

N/A – no bagger present

No

57. If no, please explain:

58. Did the bagger give you their full attention, rather than speaking with others?

Yes

N/A – no bagger present

No

59. Were you offered carry-out service?

Yes

N/A – no bagger present

No

60. Was your order bagged to your satisfaction?

*If you described any bagging preferences, were those requests honored? For example, filling reusable bags as much as possible, bagging lightly so each bag is easier to carry, or bagging a certain item type separately from another item type.*

Yes

No

61. Were you thanked by the cashier and/or bagger at any point?

Yes

No

## Overall Comments

62. Provide comments on your overall experience during this visit:

*Provide several sentences describing your visit. If any teammate did not sufficiently answer the question you asked, please explain.*

63. Time range for this visit:

10:01am - 12:00pm

2:01pm - 4:00pm

12:01pm - 2:00pm

4:01pm - 6:00pm

6:01pm - 8:00pm

64. Upload the receipt for your purchase:

END OF QUESTIONNAIRE