

DETAIL GARAGE

RETAIL VISIT

INSTRUCTIONS

QUESTIONNAIRE

You will visit a store that sells detailing products and indicate that you are looking to take better care of your vehicle. You will evaluate the customer service received and purchase a product that is recommended.

Before You Begin

- Review your shop confirmation
- Know your scenario
- Review purchase requirements
- Call or look online to confirm business hours
- Review photo & receipt requirements

Don't Forget!

- Arrive at least 1 hour prior to closing
- Use the correct scenario
- Ask for the associate's name if not provided
- Purchase at least one recommended product
- Arrive in a vehicle of good working order



General Requirements

- **Submission Deadline: 12:00 PM EST the day following your scheduled shop date.** The deadline is noted in eastern standard time. If your completed survey is not submitted to shopperhub.cxgroup.com by the deadline, it will be automatically cancelled.
- Read all instructions and the entire questionnaire before you complete the shop.
- Answer all questions and provide detailed supporting narrative to explain your responses.
- Get an itemized receipt to upload with your report. Ask for the itemized receipt if you are not offered one.
- Take a selfie photo for shop validation (this is part of your "receipt").
- Do not reveal your identity as a mystery shopper to anyone at any time.
- Do not say or do anything to limit the opportunity for the associate(s) to perform the behaviors the survey is designed to evaluate.
- 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 Detail Garage or Chemical Guys.
- Children are not allowed to accompany you on this shop.
- Failure to follow the specifications for this project as outlined in this document may result in shop cancellation and non-payment.



Shop Instructions

- Arrive at your assigned location at least 1 hour prior to closing time on your assigned shop date.
- You are required to have a vehicle present with you at the location.
 - Your vehicle must be of good working order (runs well, appearance is neat; no dents, missing paint, or missing parts).
- Provide the scenario that you are looking to take better care of your vehicle.
 - Do not mention any specific products in your scenario.
 - Act genuinely interested in your vehicle and its care.
 - Imply that you are purchasing items for yourself (do not say you are looking for a gift or buying for a friend).
- Evaluate the associate's response to the provided scenario and the overall service received from the associate.
- Be prepared to answer any questions the associate may ask about your vehicle, including:
 - Make, model, color, year, etc.
 - If you have been to the location before (answer honestly)
 - How you heard about the location (Google, Facebook, friend's recommendation, etc.)
 - Your level of car detailing knowledge
 - Your specific detailing needs
 - What project you are working on
 - What types of products you normally use
 - When was the last time you detailed your car
- Note if the associate asks to see your vehicle and/or offers to demonstrate any products (either in-store or on your vehicle).
- Note if the associate introduces you to new product launches, premium products, and/or their favorite products.
- Allow the associate to speak without interruption about their product recommendations. Evaluate their product knowledge and if they offer any tips throughout your visit.
- Evaluate behaviors that occur at the cash wrap (reinforces purchase choice, reviews product usage, provides additional education, offers impulse items, mentions rewards program, mentions social media accounts).
- Note if any classes or events are mentioned by the associate.
 - Do not make an appointment to have your car detailed at any time during your shop.
- If the associate does not introduce themselves and is not wearing a readable name tag, ask for their name.
- Evaluate the location appearance and sound (cleanliness, store organization, is music upbeat, etc.).



Purchase Requirements

- Purchase at least one of the products recommended by the associate.
- You can also purchase other items and will be reimbursed up to \$50.00 for all items purchased.
- Ask for a receipt if you are not offered one.
- Do not return any of your purchased items at any time after shop completion.



Photo & Receipt Requirements

ITEMIZED RECEIPT:

- Ask for an itemized receipt if the associate does not give you one.
- Write the shop number on your receipt, in blue or black ink, and upload a PHOTO of that receipt. A scanned image/PDF will NOT be accepted. You must handwrite the shop number in ink.
- Check your receipt photo prior to upload to ensure the image is large enough and the receipt text is readable.

LOCATION EXTERIOR SELFIE:

- After your visit, discreetly take one (1) selfie-style photo in front of the location exterior.
- This photo MUST show YOU in the picture (selfie-style).
- The location/building with identifying exterior signage must be visible in the background.

Shops that do not include the required photos/documentation as outlined above will be rejected without payment.



QUESTIONNAIRE

Shop date:

Start time:

End time:

Sales Associate

1. # of associates working at time of visit:

Format response as a whole number (e.g., 2).

2. # of customers in store during your visit:

Format response as a whole number (e.g., 10).

3. Indicate the name of the Associate:

Ask if not provided, no name tag, or you don't understand their name.

4. Indicate the approximate age of the Associate:

20 or less

21 - 25

26 - 30

31 - 35

36 - 40

41 - 45

46 - 50

51 - 55

56 or older

5. Indicate the gender of the Associate:

Male

Female

Prefer not to answer

6. Was the Associate wearing glasses?

Yes

No

7. Indicate the hair color of the Associate:

Auburn/Red

Green/Blue/Purple

Black

Blonde

Light Brown

Brown

Dark Brown

Gray/White

Shaved/Bald

8. Indicate the hair length of the Associate:

Short

Ear Length

Shoulder/Collar

Mid-Back

Long

Pulled Back/Up

Shaved/Bald

9. Indicate the approximate height of the Associate:

- | | |
|--------------------------------------|--------------------------------------|
| <input type="checkbox"/> 5' or less | <input type="checkbox"/> 5'10" |
| <input type="checkbox"/> 5'1" | <input type="checkbox"/> 5'11" |
| <input type="checkbox"/> 5'2" - 5'3" | <input type="checkbox"/> 6' - 6'1" |
| <input type="checkbox"/> 5'4" - 5'5" | <input type="checkbox"/> 6'2" - 6'3" |
| <input type="checkbox"/> 5'6" - 5'7" | <input type="checkbox"/> 6'4" plus |
| <input type="checkbox"/> 5'8" - 5'9" | |

10. Indicate the apparent race of the Associate:

- | | |
|---|---|
| <input type="checkbox"/> African-American | <input type="checkbox"/> Middle Eastern or Arab |
| <input type="checkbox"/> Caucasian | <input type="checkbox"/> Native-American |
| <input type="checkbox"/> East Asian | <input type="checkbox"/> Other |
| <input type="checkbox"/> South Asian | <input type="checkbox"/> Prefer not to answer |
| <input type="checkbox"/> Hispanic | |

Greet & Get To Know**11. Was the store clean, well-stocked, and organized?**

- Yes (1 points)
 No (0 points)

12. Was the staff easily identifiable in Detail Garage/Chemical Guys apparel?

- Yes (2 points)
 No (0 points)

13. Were you acknowledged within 5 seconds?

- Yes (2 points)
 No (0 points)

14. Was the associate on the sales floor when you entered, rather than behind the register, unless assisting another customer?

If the associate was behind the register not helping a customer, explain in the narrative what they were doing.

- Yes (1 points)
 No (0 points)

15. Was the music stimulating and upbeat?

- Yes (1 point)
 No (0 points)

16. Did the associate introduce themselves and ask your name?

- Yes (3 points)
 No (0 points)

17. Did the associate ask how you heard about us?

Select Yes or No if you are first-time guest (i.e., you have never been to this store before). Select N/A if you are a repeated guest (i.e., you have been to this store before).

- Yes (3 points)
 No (0 points)
 N/A - Repeated Guest

18. If you are a repeated guest at the store, did the associate welcome you back to the store?

Select Yes or No if you are a repeated guest (i.e., you have been to this store before). Select N/A if you are a first-time guest (i.e., you have never been to this store before).

Yes (3 points)

No (0 points)

N/A - First Time Guest

19. Greet & Get To Know Supporting Narrative:

Explain the responses you selected for ALL of the Greet & Get To Know questions. Write in complete sentences to explain what occurred or what you observed during this part of your experience. Be sure to explain ALL responses of less than full point value. You must enter between 50 and 1000 characters.

Understand & Uncover**20. Were you asked what project you were working on or what brought you in today?**

Yes (3 points)

No (0 points)

21. Did the associate ask you about your experience with detailing your own vehicle?

Yes (2 points)

No (0 points)

22. Did the associate ask open-ended questions to get a better understanding about you and your vehicle?

e.g., "What kind of vehicle do you drive?", "What types of products do you use?", "When was the last time you detailed your vehicle?", etc.

Yes (3 points)

No (0 points)

23. Did the associate show genuine interest in wanting to help you today?

Yes (3 points)

No (0 points)

24. Understand & Uncover Supporting Narrative:

Explain the responses you selected for ALL of the Understand & Uncover questions. Write in complete sentences to explain what occurred or what you observed during this part of your experience. Be sure to explain ALL responses of less than full point value. You must enter between 50 and 1000 characters.

Your Move/Your Direction**25. Did the associate ask to see your vehicle?**

Yes (3 points)

No (0 points)

26. Did the associate offer to demonstrate any products for you (either in-store or on your vehicle)?

Yes (4 points)

No (0 points)

27. Did the associate introduce you to new product launches, a flow chart, premium products, or their favorite products?

Yes (4 points)

No (0 points)

28. Did the associate offer you a bucket (or cart) to carry your items while you shop? Yes (2 points) No (0 points)**29. Did the associate provide a good level of product knowledge and offer educational tips throughout your visit?** Yes (4 points) No (0 points)**30. Your Move/Your Direction Supporting Narrative:**

Explain the responses you selected for ALL of the Your Move/Your Direction questions. Write in complete sentences to explain what occurred or what you observed during this part of your experience. Be sure to explain ALL responses of less than full point value. You must enter between 50 and 1000 characters.

Seal The Deal & Stay In Touch**31. Did the associate reinforce your choice, review usage, and/or provide added education on the products, at the cash wrap?** Yes (2 points) No (0 points)**32. Did the associate offer any additional impulse items, once you got to the cash wrap?** Yes (2 points) No (0 points)**33. Did the associate inform you of upcoming classes and events that are scheduled?** Yes (3 points) No (0 points)**34. Did the associate invite you to join the Detail Garage Rewards Program or look up your account if you are already a member?** Yes (5 points) No (0 points)**35. Did the associate invite you to follow them on their social media accounts?** Yes (2 points) No (0 points)**36. Seal The Deal & Stay In Touch Supporting Narrative:**

Explain the responses you selected for ALL of the Seal The Deal & Stay In Touch questions. Write in complete sentences to explain what occurred or what you observed during this part of your experience. Be sure to explain ALL responses of less than full point value. You must enter between 50 and 1000 characters.

Shop Validation**37. Do you have a receipt?**

Select Yes then upload your receipt. Receipt must show the location information and what was purchased. Make sure the image is clear and not blurry.

 Yes No**38. If you do not have a receipt, explain why:**

Enter N/A if you uploaded your receipt. If you have any comments about your receipt, include them here.

39. Did you take a location exterior selfie photo?

Select Yes then upload your location exterior selfie.

Yes

No

40. If you do not have a location exterior selfie photo, explain why:

Enter N/A if you uploaded your selfie.

END OF QUESTIONNAIRE