

GOODWILL

GOODWILL OF THE HEARTLAND OUTLET SHOP

INSTRUCTIONS

QUESTIONNAIRE

You will visit your assigned Goodwill outlet store and evaluate the merchandising and displays. You will also ask an associate an open-ended question, and make a purchase to get a receipt.



Before You Begin

- Review your shop confirmation
- Know your scenario
- Call to confirm business hours
- Prepare questions to ask the associates



Don't Forget!

- Locate and evaluate the blue boats (bins)
- Ask an open-ended question
- Capture correct associate names
- Make a small purchase



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 a receipt to upload with your report. Ask for a receipt if you are not offered one.
- 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 Goodwill.
- 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

Step #1: Discreetly walk through the store and browse.

- Evaluate the maintenance of the storefront and floor cleanliness.
- Look for the four in-store marketing items—evaluate if any are missing:
 1. Prices were easy to identify
 2. Overhead messaging was clear and professional at boat rotation
 3. TV messaging turned on
 4. Rules posted at door
- Visit the restroom to evaluate stock and cleanliness.
- Locate the **Blue Outlet Boats** (giant blue bins) and randomly check 20 items.
 - Boats should be clearly segmented. One boat should not contain a mix of hard goods (e.g., kitchen items, decorations, etc.) and soft goods (e.g., clothing).
 - Evaluate the displays, boat rotations, and that boat safety procedures are being followed.

Step #2: Evaluate associate presence and have an interaction.

- Purposefully pass within five feet of at least three associates and give them a chance to proactively greet you.
 - To count as a proactive greet, an associate must greet you or offer assistance without being prompted by you first, and it must be VERBAL. A nod, smile, or other non-verbal acknowledgement does not count.
- When evaluating the “Associate Professionalism” question, only select a response other than the top answer if you observe an associate engaging in unprofessional or inappropriate activity.
- Ask an associate an open-ended question. If you are not proactively greeted, seek out assistance to satisfy the question and interaction requirements.
- Example questions include:
 - What are your current sales promotions?
 - What do the different colored tags mean?
 - What is your return policy?
 - Ask about purchasing an item that was seen in the back room.
- Capture the correct names of ALL associates you interact with—floor associates and cashier. Ask for their name if you cannot read their name tag, or if they say their name but you did not hear or understand it.
 - **Extremely important – DO NOT make up a name for any associate.**
 - If you are unable to obtain an associate’s name, provide a detailed physical description.

Step #3: Make a purchase.

- The outlet stores sell items by the pound, rather than pricing each individual item. You will not be reimbursed, but there are many low-weight items that would price under \$2.00 that can be purchased.
- Evaluate if the cashier offers you a receipt. Ask if you are not offered one.
- Remember to obtain the name and description of the cashier.



Photo & Receipt Requirements

LOCATION EXTERIOR SELFIE:

- 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.
- This is part of your “receipt” for the shop.

RECEIPT:

- Ask for an itemized receipt if the cashier 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.

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



QUESTIONNAIRE

Shop date:

Start time:

End time:

Store Appearance

1. Parking Lot / Landscaping / Storefront

- Completely free of debris, well maintained, entry doors and windows clean, smudge free, and signage is present and message is clear (10 points)
- Minor debris visible, not completely maintained, OR glass on entry doors/windows had minor streaks or smudges (5 points)
- Substantial debris visible, poorly maintained, OR glass on entry doors/windows had very noticeable streaks or smudges (0 points)

2. Floor Cleanliness

- Floor appeared swept AND completely free of litter and merchandise (10 points)
- Floor did not appear swept OR litter or merchandise present on floor (5 points)
- Floor did not appear swept AND litter or merchandise present on floor (0 points)

3. Identifying In-Store Marketing (prices were easy to identify, overhead messaging was clear and professional at boat rotation, TV messaging turned on, and rules posted at door)

- All 4 in-store marketing items were witnessed (10 points)
- 1-2 of the in-store marketing items were missing (5 points)
- 3 or more of the in-store marketing items were missing (0 points)

4. Restrooms

- Restroom was completely clean AND fully stocked (10 points)
- Restroom was not completely clean OR was not fully stocked (5 points)
- Restroom was not completely clean AND was not fully stocked (0 points)

5. Which restroom did you visit?

- Men's
- Women's
- Neutral/Unisex

6. Store Appearance Supporting Narrative:

Explain the responses you selected for the Store Appearance questions. Be sure to explain ALL responses of less than full point value. You must enter between 100 and 1000 characters.

Merchandise Presentation

7. Blue Outlet Boats

- Boats covered in sheets when entering floor, boats clearly segmented with clothing/non-clothing (one boat shouldn't contain a mix of "hard goods" and "soft goods") (10 points)
- Boats contained a mix of clothing and non-clothing items (i.e. decorations/kitchen items AND clothing) (0 points)

8. Outlet Boat Safety

- All customers are wearing gloves. No broken glass in boats. Employees lock wheels upon placing boats on floor. Customers do not touch items in boats prior to the sheets being pulled by employee OR employee corrects customer's action if it occurs (10 points)
- One of these measures did not meet Goodwill standard (5 points)
- 2 or more of these measures did not meet Goodwill standard (0 points)

9. Boat Rotation

- Boat rotation is completed in under 5 minutes (10 points)
- Boat rotation is completed in over 5 minutes (5 points)
- 1 boat rotation wasn't completed in a 40-minute stay (0 points)

10. New Goods Gloves

- Displays were full of product and 0-1 empty pegs were found (10 points)
- Displays were half full of product and 2-3 empty pegs were found (5 points)
- Displays were messy or empty and several empty pegs were found (0 points)

11. Merchandise Presentation Supporting Narrative:

Explain the responses you selected for the Merchandise Presentation questions. Be sure to explain ALL responses of less than full point value. You must enter between 100 and 1000 characters.

Associate Presence**12. # of associates on the sales floor when you entered:**

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

13. Associate Presence

- Associate is witnessed performing cleaning tasks, organizing, answering questions, etc. when no customers are checking out (10 points)
- Associate is standing at the register waiting for a customer to arrive, performing no tasks that add value to Outlet (0 points)

14. Dress Code

- All associates wearing name tag, Goodwill shirt or blue Goodwill apron/smock; all other clothing clean, neat, and free of wrinkles; all associates well groomed (10 points)
- ALL BUT ONE associate complied with the above dress code (5 points)
- MORE THAN ONE associate DID NOT comply with the above dress code (0 points)

15. If at least one associate DID NOT comply with the dress code, explain how they were not in compliance and what they were wearing:**16. Associate Professionalism**

- All associates observed moving blue boats on/off floor were friendly and professional with customers, explaining safety protocols as needed (10 points)
- All but one associate observed was friendly and professional with customers (5 points)
- More than one associate was not friendly and professional with customers (0 points)

17. If at least one associate was NOT friendly and professional, explain what they said or did:**18. Proactive Verbal Greeting**

- At least one associate extended a verbal greeting (i.e. Hi, Hello, Welcome, etc.) (10 points)
- No associate extended a verbal greeting upon entering (0 points)

19. List the name(s) of all associates who proactively extended a VERBAL greeting to you:

20. If any associate who PROACTIVELY AND VERBALLY greeted you was NOT wearing a name tag, describe the associate(s) so he/she/they can be identified.

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

21. Associate Presence Supporting Narrative:

Explain the responses you selected for the Associate Presence questions. Be sure to explain ALL responses of less than full point value. You must enter between 100 and 1000 characters.

Customer Service

22. Name of associate to whom you asked a question:

23. If associate to whom you asked a question was NOT wearing a name tag, describe the associate so he/she can be identified.

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

24. Associate Accessible and Knowledgeable

Refers to associate to whom you posed your question.

Associate was easy to locate AND was able to answer your question/fulfill your request (or found someone who could) (20 points)

Associate was easy to locate OR was able to answer your question/fulfill your request (or found someone who could) (10 points)

Associate was NOT easy to locate AND was NOT able to answer your question/fulfill your request (AND did not find someone who could) (0 points)

25. What question did YOU ask the associate?

26. Explain how easy/difficult it was to locate the associate, and explain what the associate said and did to answer your question.

Use complete sentences to thoroughly explain your response to Q24 - "Associate Accessible and Knowledgeable." You must enter between 50 and 1500 characters.

27. Projects Positive Attitude

Refers to associate to whom you posed your question.

Professional and positive attitude (competent, polite, steady tone, not quiet or reserved) (20 points)

Quiet and reserved (used a polite, steady tone with minimal eye contact) (10 points)

Seemed disinterested or appeared to be going through the motions (0 points)

28. Smiles and Makes Eye Contact

Refers to associate to whom you posed your question.

Smiled AND made eye contact (20 points)

Smiled OR made eye contact (10 points)

Did not smile AND avoided eye contact (0 points)

29. Customer Service Supporting Narrative:

Explain the responses you selected for the Customer Service questions. Be sure to explain ALL responses of less than full point value. You must enter between 100 and 1000 characters.

Checkout Experience

30. Checkout Counter

- Counter was clean and uncluttered (10 points)
- Counter contained minor litter, debris, dust or clutter (5 points)
- Counter was dirty or excessively cluttered (0 points)

31. Name of cashier:

32. If cashier was NOT wearing a name tag, describe the associate so he/she can be identified.

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

33. Projects Positive Attitude

Refers to cashier.

- Professional and positive attitude (competent, polite, steady tone, not quiet or reserved) (20 points)
- Quiet and reserved (used a polite, steady tone with minimal eye contact) (10 points)
- Seemed disinterested or appeared to be going through the motions (0 points)

34. Bagging Station

- Boxes and reusable bags are stocked and organized for packing up items purchased (10 points)
- Bagging station was disorganized (0 points)

35. Cashier Competency

Wait to see if the cashier offers you a receipt. If no, then ask for a receipt.

- Accurately processed transaction, asked to roundup to support current fundraising campaign, AND provided receipt without you having to ask (20 points)
- DID NOT accurately process transaction OR DID NOT provide receipt without you having to ask (0 points)

36. Thank You / Positive Closing

- Thanked you AND offered a positive parting remark (e.g., "Come again", "Have a great day", etc.) (20 points)
- Thanked you OR offered a positive parting remark (10 points)
- Did NOT thank you AND did NOT offer a positive parting remark (0 points)

37. Transaction Time

Begin timing when you enter the line at the register.

- Transaction was completed in 3 minutes or less (20 points)
- Transaction was completed in 3-5 minutes (10 points)
- Transaction required more than 5 minutes (0 points)

38. Checkout Experience Supporting Narrative:

Explain the responses you selected for the Checkout Experience questions. Be sure to explain ALL responses of less than full point value. You must enter between 100 and 1000 characters.

Overall Experience

39. Based on this visit only, how would you rate the VALUE & QUALITY of items in the Outlet?

- Excellent: It was better than I expected; I found exceptional value during my shopping trip today. (20 points)
- Good: It was as good as I expected; I was able to find some good quality items at reasonable prices. (15 points)
- Average: It was neither good nor disappointing; overall the quality of merchandise and prices were okay, but it was difficult to find a good bargain. (10 points)
- Somewhat Disappointing: There was room for improvement and there were many poor quality items in the outlet. (5 points)
- Very Disappointing: It was a poor experience; almost all items that I observed were of very poor quality. (0 points)

40. Based on this visit only, how would you rate your OVERALL EXPERIENCE?

- Excellent: It was better than I expected; I will definitely shop this location again. (20 points)
- Good: It was as good as I expected; I will likely return to this location again. (15 points)
- Average: It was neither good nor disappointing; I may or may not return to this location again. (10 points)
- Somewhat Disappointing: There was room for improvement; I will not likely return to this location again. (5 points)
- Very Disappointing: It was a poor experience that will preclude me from returning to this location again. (0 points)

41. Based on this visit only, HOW LIKELY ARE YOU TO RECOMMEND Goodwill for great value and exceptional customer experience to a friend or family member?

- Extremely Likely
- Somewhat Likely
- Neutral: Neither Likely nor Unlikely
- Somewhat Unlikely
- Extremely Unlikely

42. Overall Experience Supporting Narrative:

Fully explain your three Overall Experience ratings. Check your previous responses and do not score down for factors outside the staff's control. If you did not give the top rating for any or all questions, explain what you think Goodwill could have done to earn the top rating. You must enter between 100 and 1000 characters.

Shop Validation

43. Did you get a receipt?

Select Yes and then upload your receipt. Make sure the image is clear and not blurry.

- Yes
- No

44. 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.

45. Did you take a location exterior selfie?

Select Yes then upload your location exterior selfie. Make sure the image is clear and not blurry.

- Yes
- No

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

Enter N/A if you uploaded your selfie.

END OF QUESTIONNAIRE