

# GOODWILL

## GOODWILL OF THE HEARTLAND MYSTERY SHOP

## INSTRUCTIONS

## QUESTIONNAIRE

You will visit your assigned Goodwill 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 H-clothing racks
- 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](https://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.
- 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 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.
- Note if signage is current and overhead messaging is clear and professional.
- Visit the restroom to evaluate stock and cleanliness.
- Locate the softlines racks and evaluate if clothing is neatly displayed and appropriately stocked.
  - Randomly check 20 items on the H-clothing racks to evaluate that they are sorted by size. Do NOT evaluate the round clothing racks as those are sorted by color.
  - Evaluate mannequins, white label displays, and hardlines shelves.

### Step #2: Have a sales floor interaction and evaluate staff and manager presence.

- 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.
  - Give credit for the “Proactive Verbal Greeting” question if you are verbally greeted or acknowledged at least once at any time during your visit (e.g., it still counts if you are not greeted upon entering the store but are greeted later on during your visit).
- 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.
- Evaluate associate dress code.
  - Associates can wear a Goodwill shirt of any color, long or short sleeve. Some shirts are tie-dye, bright pink, etc. but they still say Goodwill on them. If an associate is not wearing a Goodwill shirt, they will have a blue full apron on to designate that they work there, along with a name tag.
  - Managers and Assistant Managers will wear a polo/collared shirt—the shirt can be any color, it may or may not be Goodwill branded, and it can be short or long sleeved.
  - Managers and Assistant Managers may have their keys and/or name tag attached to their lanyard and badge.

- Managers, Assistant Managers, AND regular store employees can all be identified by their name tags. All name tags will say Goodwill, the employee's name, and job title (Manager, Assistant Manager, Associate) OR the associates will be equipped with a separate badge indicating their title:



- 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 and evaluate the checkout experience.

- You will not be reimbursed, but there are many items under \$2.00 that can be purchased.
- Note if the cashier asks you to donate to support a current fundraising campaign.
- Note if the cashier asks for your loyalty card or offers the opportunity for you to become a loyalty member.
- Allow the cashier time to offer you a receipt. If they do not, then ask for a receipt.
- Note how long it takes to complete the transaction from the time you enter the line at the register.
- 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. Signage

Seasonal signage is current, prices were easy to identify, AND overhead messaging was clear and professional (10 points)

Pricing was easy to identify OR overhead messaging was clear and professional (5 points)

Pricing was not easy to identify AND overhead messaging was not clear and professional (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. Store Appearance Supporting Narrative:

*Explain the responses you selected for ALL of the Store Appearance 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 100 and 1000 characters.*

## Merchandise Presentation

### 6. Softlines Racks

Clothing was neatly displayed AND racks were appropriately stocked (neither too full nor too empty) (10 points)

Clothing was neatly displayed OR racks were appropriately stocked (neither too full nor too empty) (5 points)

Clothing was NOT neatly displayed AND racks were NOT appropriately stocked (too full or too empty) (0 points)

### 7. Sizing Accuracy

*Randomly check 20 items across all SIZED clothing racks and departments.*

16 to 20 items were in the correct size category (10 points)

12 to 15 items were in the correct size category (5 points)

0 to 11 items were in the correct size category (0 points)

**8. Mannequins & Displays**

- All mannequins in the store were well dressed and accessorized AND decor display areas were neatly merchandised and displayed (10 points)
- All mannequins in the store were well dressed and accessorized OR decor display areas were neatly merchandised and displayed (5 points)
- All mannequins in the store were NOT well dressed and accessorized AND decor display areas were NOT neatly merchandised and displayed (0 points)

**9. Basics - New Goods**

*Items with white label and ending in .49 or .99. Includes: jewelry, sunglasses, socks, bras, pet display, and cash wrap items.*

- 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)

**10. Hardlines Shelves**

- Shelves were clean / dust free AND product was easy to shop (10 points)
- Shelves were clean / dust free OR product was easy to shop (5 points)
- Shelves were NOT clean / dust free AND product was NOT easy to shop (0 points)

**11. Merchandise Presentation Supporting Narrative:**

*Explain the responses you selected for ALL of the Merchandise Presentation 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 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: All associates present on the sales floor appear to be working on a store-related task**

- All associates are actively working on a store-related task (10 points)
- 1 or more associates appeared to be off task (0 points)

**14. If 1 or more associates appeared to be off task, explain:**

*Provide a description of any associates who appeared to be off task, and explain what they were doing.*

**15. Dress Code**

*Associates can wear a Goodwill shirt of any color, long or short sleeve. Some shirts are tie-dye, bright pink, etc. but they still say Goodwill on them. If an associate is not wearing a Goodwill shirt, they will have a blue full apron on to designate that they work there, along with a name tag. Managers will wear a polo of some kind, but it doesn't have to be Goodwill-branded. Give full credit for dress code if all associates follow these standards.*

- All associates wearing name tag, Goodwill shirt or Goodwill vest; 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)

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

**17. Associate Professionalism**

- ALL associates observed were friendly and professional with customers (no boisterous activity, no excessively loud talking or laughing, no foul language) (20 points)
- ALL BUT ONE associate observed was friendly and professional with customers (10 points)
- MORE THAN ONE associate was NOT friendly and professional with customers (0 points)

**18. If at least one associate was NOT friendly and professional, explain what they said or did:****19. Proactive Verbal Greeting**

*Give full credit if you are verbally greeted or acknowledged at least once at any time during your visit (e.g., it still counts if you are not greeted upon entering the store but are greeted later on during your visit).*

- An associate offered a verbal greeting upon entry of the store or during your visit (e.g., "Hi," "Hello," "Welcome to Goodwill!", "Can I help you find anything?", etc.) (10 points)
- No associates proactively acknowledged you (0 points)

**20. List the name(s) of all associates who proactively extended a VERBAL greeting to you:****21. 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.*

**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, and steady tone) (15 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. Explain your responses to "Project Positive Attitude" and "Smiles and Makes Eye Contact." If either response was NOT the top rating, fully explain why.**

*Use complete sentences to thoroughly explain your responses to Q27 and Q28. If you did not give the top response for either or both questions, explain why. You must enter between 50 and 1500 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, and steady tone) (15 points)
- Seemed disinterested or appeared to be going through the motions (0 points)

**34. Smiles and Makes Eye Contact**

*Refers to cashier.*

- Smiled AND made eye contact (20 points)
- Smiled OR made eye contact (10 points)
- Did not smile AND avoided eye contact (0 points)

**35. Asked to donate to support current fundraising campaign**

- Yes (10 points)
- No (0 points)

**36. Asked for loyalty card or offered opportunity to become loyalty member**

- Yes (10 points)
- No (0 points)

**37. Cashier Competency**

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

- Accurately processed transaction and provided receipt without you having to ask (10 points)
- DID NOT accurately process transaction OR DID NOT provide receipt without you having to ask (0 points)

**38. 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)

**39. 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)

**40. Checkout Experience Supporting Narrative:**

*Explain the responses you selected for ALL of the Checkout Experience 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 100 and 1000 characters.*

**Overall Experience****41. Based on this visit only, how would you rate the VALUE & QUALITY of items in the store?**

- Excellent: It was better than I expected; I found excellent items at very reasonable prices. (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; I found many items that seemed overpriced, and there were many poor quality items in the store. (5 points)
- Very Disappointing: It was a poor experience; almost all items that I observed were of very poor quality and at prices well above what would be expected. (0 points)

**42. 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)

**43. After visiting the store, do you have a good understanding of the organization's mission/purpose?**

- 2 or more marketing elements clearly defined or demonstrated Goodwill's mission/purpose (20 points)
- 1 marketing element defined or demonstrated Goodwill's mission/purpose (10 points)
- I left my shopping experience unsure of Goodwill of the Heartland's mission/purpose (0 points)

**44. 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

**45. Overall Experience Supporting Narrative:**

*Fully explain your 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

### 46. Did you get a receipt?

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

Yes

No

### 47. 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.*

### 48. 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

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

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

END OF QUESTIONNAIRE