

IT'SUGAR

RETAIL MYSTERY SHOP

INSTRUCTIONS

QUESTIONNAIRE

You will visit your assigned candy store and evaluate the product merchandising, location ambiance and energy, and customer service. You will discreetly take several photos during your visit, and make a purchase.

Before You Begin

- Review your shop confirmation
- Prepare a general need scenario
- Call or look online to confirm business hours
- Review purchase requirements
- Review photo and receipt requirements

Don't Forget!

- Arrive at least 1 hour prior to closing
- Present a valid scenario
- Ask for the associate's name
- Allow associate to make suggestions
- Take all required photos and make a 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 an itemized receipt to upload with your report. Ask for the itemized 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.
- Take a selfie photo for shop validation (this is part of your "receipt").
- 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 IT'SUGAR or Hoffman's Chocolates.
- 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: Evaluate the location's interior and exterior appearance, ambiance, and product merchandising.

- Note if there is any litter or debris outside the store when you arrive.
- Note if the front entrance doors are propped open.
 - Select N/A if temperature is over 90 degrees or under 45 degrees on the date of your shop.
- Walk the store to look for signs, banners, or posters advertising in-store promotions. Discreetly take pictures of these advertisements at some point during your visit.
- Evaluate the store atmosphere as you browse—are the music and lighting bright and appealing, are products arranged in colorful/themed sections, does the overall vibe of the store encourage you to stay and shop, etc.
- Specifically note if the music is loud and upbeat (party-style).
- Evaluate the cleanliness of the store and the product merchandising.
 - Take pictures if you see any gaps on the product wall from missing product, or any disorganized products (e.g., not lined up and facing front).
- Evaluate if window and table displays tell a story—select Yes if products are organized in color themes and/or similar products are all displayed together.
- Look for the door to the backroom and note if it is closed.
- Evaluate the behaviors of ALL associates—referred to as “Cast Members.”
 - Are all Cast Members present on the sales floor when no customers are checking out (or behind the counter but performing work-related tasks), OR is a cashier behind the cashwrap waiting for customers to arrive and performing no tasks?
 - Are all Cast Members actively engaging with customers, with the intent of making personal connections and creating a memorable visit?
- Evaluate the dress code of ALL Cast Members.
 - Standards to evaluate: pants are not ripped or faded, no shorts, wearing IT'Sugar shirt OR lanyard, and appearance is clean.

Step #2: Interact with a Cast Member.

- Prepare a general need scenario (not too specific), such as:
 - I'm looking for a unique gift for my partner/friend/child/etc.
 - My spouse and I love candy and we're looking to try something new.
 - I'm hosting a party soon and wanted to stock up on treats and goodies for the event.
- Wait at least 3 minutes to allow a Cast Member to proactively greet/acknowledge you (may be verbal or non-verbal, such as a nod or wave). If you are not offered assistance within 3 minutes, then approach an associate and pose your scenario to prompt assistance.
- Note if the Cast Member offers candy samples, explains how to purchase bulk candy, or offers you a bag to buy in bulk.
- Note if any team member tries to upsell you or offers additional products.

- Remember the name and description of the Cast Member who primarily assists you during your visit. If they are not wearing a readable name tag and do not provide their name or you can't understand it, ask for their name.

Step #3: Make a purchase.

- Select any product to purchase. You will be reimbursed up to \$5.
- Ask for a receipt if the cashier does not provide one.
- Note if the Cast Member expresses appreciation at checkout (thank you, have a nice day, see you again soon, etc.).

Step #4: Evaluate your overall experience.

- The store concept is intended to be upbeat, lively, energetic, fun, loud, etc. Do not score down if you personally do not like that type of vibe in a store.
- Overall ratings should be based on the customer service only (do not score down if you do not like candy, for example).
- Evaluate how likely you would be to recommend this STORE to others AND how likely you would be to recommend the ASSOCIATE who helped you.
- Note anything that stood out as positive, negative, or unique.



Photo & Receipt Requirements

LOCATION STOREFRONT:

- Take at least one (1) photo of the location storefront/exterior.
- This should be a zoomed out photo showing the full storefront and exterior signage. If there are location identifiers present (address on front door, etc.), include in the photo.

IN-STORE PROMOTIONS:

- This must be an INTERIOR photo. Walk the store to look for promo signage.
- Take at least one (1) photo. If you cannot capture all in one photo, take multiple photos. Look for banners, posters, etc.
- If there are no promotions, take several medium/wide angle photos of the interior to show proof of no promo signage (not too zoomed in, but not too zoomed out).

MISSING PRODUCT:

- If applicable, take at least one (1) photo of any missing product (gaps in stock) and/or disorganized product (items not lined up and facing front).

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.

- Note that this photo is different from the storefront photo that you will upload in your survey.
- You should NOT be in the photo that you upload directly into the survey, but you MUST be in the selfie/receipt photo—these are two different pictures.

ITEMIZED 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:

Ambiance

1. Indicate the weather on the day of your visit:

e.g., raining, sunny, cloudy, snowing, etc.

2. Location exterior (parking lot, walkways, landscaping, etc.)

- Free of litter and debris and well-maintained
- Minor litter or debris visible - not completely maintained
- Substantial litter or debris visible - not well-maintained

3. Front entrance doors are propped open

Select N/A if the temperature is over 90 degrees or under 45 degrees on the date of your shop.

- Yes
- No
- N/A - temperature is over 90 degrees or under 45 degrees

4. Did you take at least one photo of the location exterior?

Select Yes and then upload your photo(s). The photo(s) must show entire location entrance/outside of the building.

- Yes
- No

5. Did you take at least one photo of the location's in-store promotions?

Select Yes and then upload your photos showing the location's in-store promotions. In the rare instance that there are no promotions, select No and then upload zoomed out/wide angle photos showing the absence of promotional signage.

- Yes
- No

6. Location interior

- Store interior is clean and inviting - fixtures, walls, and surfaces are well maintained
- Store interior is somewhat clean and inviting - fixtures, walls, and surfaces are in need of minor attention
- Store interior is NOT clean and inviting - fixtures, walls, and surfaces are in need of immediate attention

7. Product merchandising

- Candy products and goods are stocked throughout the store AND all products are neatly lined up and facing front
- Store is mostly stocked but a few products were missing OR not neatly lined up and facing front
- Store is not stocked AND many products are not neatly lined up and facing front

8. If products were not stocked or lined up facing front, did you take at least one photo showing the area of opportunity?

If any products were not stocked or not neatly lined up and facing front, select Yes and then upload photos showing the gaps on the product wall or disorganized products. Select N/A if all products were stocked and organized.

- Yes
 No
 N/A - all products were stocked and neatly lined up and facing front

9. Windows and tables tell an impactful story (e.g., pink, red, blue color themes, similar products displayed, etc.)

- Yes
 No

10. Bulk bins are at least half full and clean

- Yes
 No

11. Store atmosphere

- Fun and exciting: music, lighting, ambiance (e.g., bright, colorful, themed sections) encouraged you to stay and shop
 Comfortable but not exciting: music, lighting, ambiance had neutral appeal, did not specifically encourage you to stay and shop
 Uninviting: the atmosphere was not welcoming and you did not want to stay

12. Cast Members dress code

Associates for this shop are referred to as Cast Members.

- All Cast Members appear professional (pants are not ripped or faded, no shorts), wearing IT'Sugar shirt OR lanyard, and appearance is clean
 Cast Members appeared professional but ONE Cast Member's attire was in need of minor attention
 MORE THAN ONE Cast Member DID NOT comply with the dress code

13. Door to the backroom closed

- Yes
 No

14. Ambiance Supporting Narrative:

Explain the responses you selected for the Ambiance questions. Be sure to explain ALL responses of less than full point value. You must enter between 75 and 2000 characters.

Emotion

15. Indicate the name of the Associate:

16. Indicate the approximate age of the Associate:

- | | |
|-------------------------------------|--------------------------------------|
| <input type="checkbox"/> 20 or less | <input type="checkbox"/> 41 - 45 |
| <input type="checkbox"/> 21 - 25 | <input type="checkbox"/> 46 - 50 |
| <input type="checkbox"/> 26 - 30 | <input type="checkbox"/> 51 - 55 |
| <input type="checkbox"/> 31 - 35 | <input type="checkbox"/> 56 or older |
| <input type="checkbox"/> 36 - 40 | |

17. Indicate the gender of the Associate:

- Male
- Female
- Prefer not to answer

18. Was the Associate wearing glasses?

- Yes
- No

19. Indicate the hair color of the Associate:

- Auburn/Red
- Green/Blue/Purple
- Black
- Blonde
- Light Brown
- Brown
- Dark Brown
- Gray/White
- Shaved/Bald

20. Indicate the hair length of the Associate:

- Short
- Ear Length
- Shoulder/Collar
- Mid-Back
- Long
- Pulled Back/Up
- Shaved/Bald

21. Indicate the approximate height of the Associate:

- 5' or less
- 5'1"
- 5'2" - 5'3"
- 5'4" - 5'5"
- 5'6" - 5'7"
- 5'8" - 5'9"
- 5'10"
- 5'11"
- 6' - 6'1"
- 6'2" - 6'3"
- 6'4" plus

22. Indicate the apparent race of the Associate:

- African-American
- Caucasian
- East Asian
- South Asian
- Hispanic
- Middle Eastern or Arab
- Native-American
- Other
- Prefer not to answer

23. Indicate how busy the store was when you arrived:

- EXTREMELY busy
- SOMEWHAT busy
- NOT busy

24. Indicate how busy the store was when you departed:

- EXTREMELY busy
- SOMEWHAT busy
- NOT busy

25. Were you greeted or acknowledged verbally or non-verbally by a team member?

Greeting may be verbal or non-verbal; e.g., a nod, wave, "I'll be right with you," etc.

- Yes (20 points)
- No (0 points)

26. Greet and/or acknowledgement (verbal or non-verbal)

Greeting may be verbal or non-verbal; e.g., a nod, wave, "I'll be right with you," etc.

- Within one minute or less
- Between 1 and 3 minutes
- I was not greeted or acknowledged within 3 minutes

27. Cast Member offers a candy sample during your visit

- Yes (20 points)
- No (0 points)

28. Cast Member explains how to purchase the bulk candy

- Yes (20 points)
- No (0 points)

29. Cast Member offers you a bag or a fillable to buy bulk

- Yes (20 points)
- No (0 points)

30. Emotion Supporting Narrative:

Explain the responses you selected for the Emotion questions. Be sure to explain ALL responses of less than full point value. You must enter between 75 and 2000 characters.

Sound**31. Upbeat music playing**

- Yes
- No

32. Sound Supporting Narrative:

Explain the responses you selected for the Sound questions. Be sure to explain ALL responses of less than full point value. You must enter between 75 and 2000 characters.

Energy**33. Cast Member present on sales floor**

- Cast Member is present on sales floor when no customers are checking out
- Cast Member is behind the cashwrap waiting for a customer to arrive, performing no tasks

34. Cast Member engagement

- Is actively engaging with customers with the intent to make personal connections and to ensure that their visits are special/memorable (e.g., laughing, clapping, dancing, singing along with the music, etc.)
- Does NOT engage with customers

35. Indicate the scenario you presented:

Present a general needs scenario that will allow the associate an opportunity to ask questions and make recommendations.

36. Indicate Cast Member's response:**37. At some point during your visit, did a team member try to upsell you or offer an additional product?**

- Yes (20 points)
- No (0 points)

38. Cast Member expresses appreciation at checkout Yes No**39. Energy Supporting Narrative:**

Explain the responses you selected for the Energy questions. Be sure to explain ALL responses of less than full point value. You must enter between 75 and 2000 characters.

Overall Impression**40. How would you rate your overall experience today?**

Rate your overall experience today, with 0 being an extremely negative experience and 10 being an extremely positive experience.

- | | |
|----------------------------|-----------------------------|
| <input type="checkbox"/> 0 | <input type="checkbox"/> 6 |
| <input type="checkbox"/> 1 | <input type="checkbox"/> 7 |
| <input type="checkbox"/> 2 | <input type="checkbox"/> 8 |
| <input type="checkbox"/> 3 | <input type="checkbox"/> 9 |
| <input type="checkbox"/> 4 | <input type="checkbox"/> 10 |
| <input type="checkbox"/> 5 | |

41. Based on your experience, how likely are you to RETURN to this store for your candy needs?

Based on today's experience and assuming you are in the market for candy, rate how likely you would be to return to this store, with 0 being not at all likely and 10 being extremely likely.

- | | |
|----------------------------|-----------------------------|
| <input type="checkbox"/> 0 | <input type="checkbox"/> 6 |
| <input type="checkbox"/> 1 | <input type="checkbox"/> 7 |
| <input type="checkbox"/> 2 | <input type="checkbox"/> 8 |
| <input type="checkbox"/> 3 | <input type="checkbox"/> 9 |
| <input type="checkbox"/> 4 | <input type="checkbox"/> 10 |
| <input type="checkbox"/> 5 | |

42. Based on your experience, how likely would you be to RECOMMEND this STORE to friends and family?

Based on today's experience and assuming you are in the market for candy, rate how likely you would be to recommend this store, with 0 being not at all likely and 10 being extremely likely.

- | | |
|----------------------------|-----------------------------|
| <input type="checkbox"/> 0 | <input type="checkbox"/> 6 |
| <input type="checkbox"/> 1 | <input type="checkbox"/> 7 |
| <input type="checkbox"/> 2 | <input type="checkbox"/> 8 |
| <input type="checkbox"/> 3 | <input type="checkbox"/> 9 |
| <input type="checkbox"/> 4 | <input type="checkbox"/> 10 |
| <input type="checkbox"/> 5 | |

43. Based on your experience, how likely would you be to RECOMMEND this ASSOCIATE to friends and family?

Based on the customer service you received today, rate how likely you would be to recommend this associate, with 0 being not at all likely and 10 being extremely likely.

- | | |
|----------------------------|-----------------------------|
| <input type="checkbox"/> 0 | <input type="checkbox"/> 6 |
| <input type="checkbox"/> 1 | <input type="checkbox"/> 7 |
| <input type="checkbox"/> 2 | <input type="checkbox"/> 8 |
| <input type="checkbox"/> 3 | <input type="checkbox"/> 9 |
| <input type="checkbox"/> 4 | <input type="checkbox"/> 10 |
| <input type="checkbox"/> 5 | |

44. Based on this ONE experience, how do you feel this store compares to its competition?

- Much Better
 Somewhat Better
 Same
 Somewhat Worse
 Much Worse

45. Indicate whom you consider to be this store's competition:**46. Indicate any area of opportunity that will allow this store to better serve you:****47. Indicate anything that you experienced that made the experience abnormally unique and/or staff went above and beyond:****48. Overall Impression Supporting Narrative:**

Explain the responses you selected for the Overall Impression questions. Be sure to explain ALL responses of less than full point value. Do not score down for factors outside the staff's control. You must enter between 75 and 2000 characters.

Shop Validation**49. Do you have a receipt?**

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

- Yes
 No

50. 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.

51. Did you take a location exterior selfie photo?

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

- Yes
 No

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

Enter N/A if you uploaded your selfie.

END OF QUESTIONNAIRE