

# FRONTSTREAM

## SIGNAGE AUDIT – PURCHASE

# INSTRUCTIONS

## QUESTIONNAIRE

This is a signage audit, NOT a customer experience shop. You will visit your assigned location and look for signage that reflects purchasing fees, minimum purchase requirements for credit cards, and any discounts associated with using credit or debit cards. You will take photos of this signage and purchase an item with a debit or credit card.

### Before You Begin

- Review your shop confirmation
- Know your scenario
- Plan to bring a debit/credit card with you
- Look up location/business hours
- Review photo & receipt requirements

### Don't Forget!

- Go to the assigned address
- Take all required photos related to fee signage
- Make a purchase with a debit/credit card
- Get an itemized & card receipt
- Take a storefront selfie photo



## 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.
- **Make a purchase with a PHYSICAL DEBIT OR CREDIT CARD.** You must use the physical card (i.e., cannot have card stored on your phone). Do NOT use cash, Venmo, PayPal, Apple Pay, etc. or any other payment method or your shop will not be valid.
- Get an itemized receipt and card receipt (may be the same receipt or multiple receipts). An itemized receipt is required, and shops will not be accepted without 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 be employees of the assigned location.
- Children are not allowed to accompany you on this shop.
- Failure to follow the shop specifications outlined in this document may result in cancellation and non-payment.



## Shop Instructions

### Step #1: Visit the assigned location address.

- Arrive when the location is open and staffed, and at least 1 hour prior to closing. Hours of operation may vary by location. Call or check hours online prior to visiting the location.
- Go to the assigned address. Evaluate if the name of the location/business found at that address matches the name of the location you were assigned.
- If the name of the location/business is different, but you went to the assigned address, proceed with your shop.
- The types of locations for these shops vary. Some locations are restaurants, gas stations, parking facilities, clinics, retail stores, etc.
  - The verbiage in these shop instructions may not quite align if your assigned location is not a traditional store, but the shop concept is the same—look for signage at entrance/exit points, make a purchase relevant to that type of location, etc.
  - We encourage you to look up the location online ahead of time to familiarize yourself with the type of store you are assigned to visit. Depending on the type of store, you may need to create a scenario to explain your reason for being there.
  - [Click here](#) to review special instructions for certain types of non-traditional locations.
- You must go inside the location to complete this shop. If your assigned location offers options such as drive-thru or carry-out, do NOT use those options—you must go inside the location.

### Step #2: Look for signage related to purchasing fees and take pictures as outlined below.

- Look for signage that reflects debit or credit card fees, cash discounts, and minimum purchase amounts.
- Walk the entire location. Signage can be found on the doors, walls, near counters, registers, and self-checkout kiosks. Other areas of the location may have signage as well, so you must walk the entire location.
- Be discreet during your shop and while taking photos. This is NOT a revealed shop.
- Review the photo requirement section and example images below so you know what type of signage to look for.
- The goal of this shop is to capture clear images of signage related to purchasing fees.

### Step #3: Make a purchase with your debit or credit card and get a receipt.

- You must use a PHYSICAL CARD (debit or credit) to make a purchase.
- You must use the physical card (i.e., cannot have card stored on your phone). Do NOT use cash, credit, Venmo, PayPal, Apple Pay, etc. or any other payment method or your shop will not be valid.
- You must make your purchase inside the location (e.g., if your location offers a drive-thru or carry-out option, do NOT purchase using those options—you must purchase inside the store/restaurant).
- Obtain an itemized receipt that shows your purchase and a card receipt (may be the same receipt or multiple receipts). Ask for a receipt if you are not proactively offered/given one. **An itemized receipt is required, and shops will not be accepted without one. IF one is not able to be printed, request a handwritten copy.**
- Have your phone in hand with the camera app open when you approach the register so that if you see relevant signage you can discreetly capture photos.



## Photo & Receipt Requirements

### STORE ENTRANCE:

- Take at least one (1) photo of the store entrance showing any signage present in this area.
- Look for signage that reflects debit or credit card fees, cash discounts, and minimum purchase amounts.
- If you find relevant purchase fee signage in other areas of the store, put those photos in this same upload space in your survey.
- Take close-up photos of each sign present.

### STORE SIGNAGE PHOTOS:

- Look for signage in all areas of the store that reflects debit or credit card fees, cash discounts, and minimum purchase amounts.
- Take close-up photos of each sign present.
- Put these photos in the "Store Entrance" upload space in your survey.
- If there is no signage present in the store, take several wide-angle photos of the store interior to show the absence of signage. Explain in your survey narrative where you looked for signage.

### CHECKOUT AREA:

- Take at least one (1) photo of the checkout area including the terminal.
- Look for signage that reflects debit or credit card fees, cash discounts, and minimum purchase amounts.
- Be discreet! If you are unable to get a photo of the checkout area due to staff presence, explain in your survey.

### PRICE TAG FOR ITEM PURCHASED:

- Take at least one (1) photo of the shelf tag or menu listing for the item you decide to purchase.
- If you purchase multiple items, you only need to photograph one shelf tag or menu listing.
- If no price is displayed, take a photo of the shelf/menu showing that no price is indicated.

### ITEM PURCHASED:

- Take at least one (1) photo of the item you decide to purchase.
- Include the shelf tag in the item photo if possible (may not be possible for certain types of locations/items).
- If you purchase multiple items, you only need to photograph one item.

### RECEIPT PHOTOS:

- Take at least one (1) photo of each receipt.
- You may have separate receipts for itemized and debit/credit card, or it may be the same receipt.
- Your photo must include the FULL image of the receipt, including all items. Take multiple photos if you are unable to fit the full receipt in a single picture.

## 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 store entrance photos that you will upload in your survey.
- You should NOT be in the store entrance photos that you upload in your survey, but you MUST be in the selfie photo that you upload in the Shop Validation section—these are two different pictures.

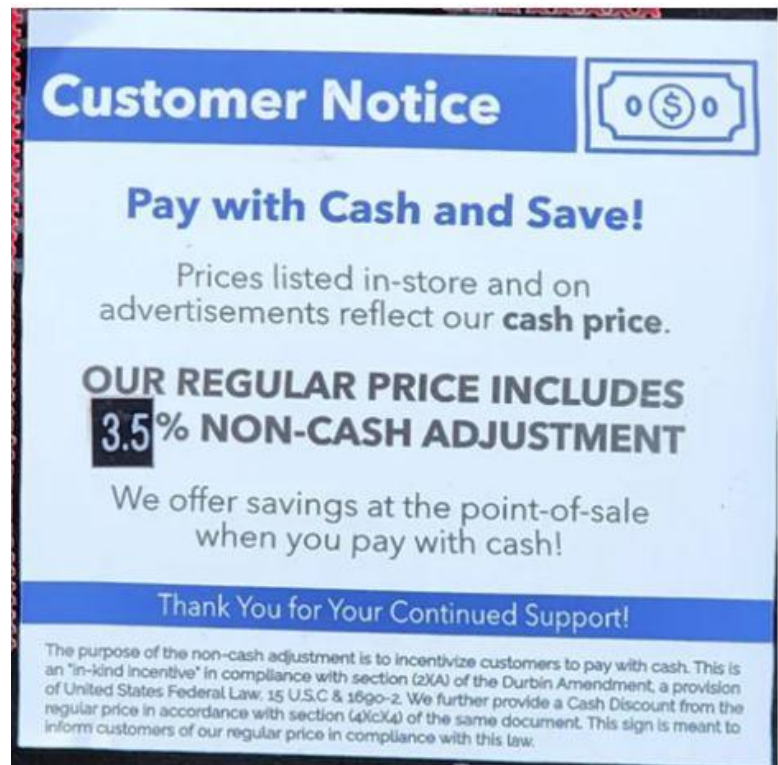
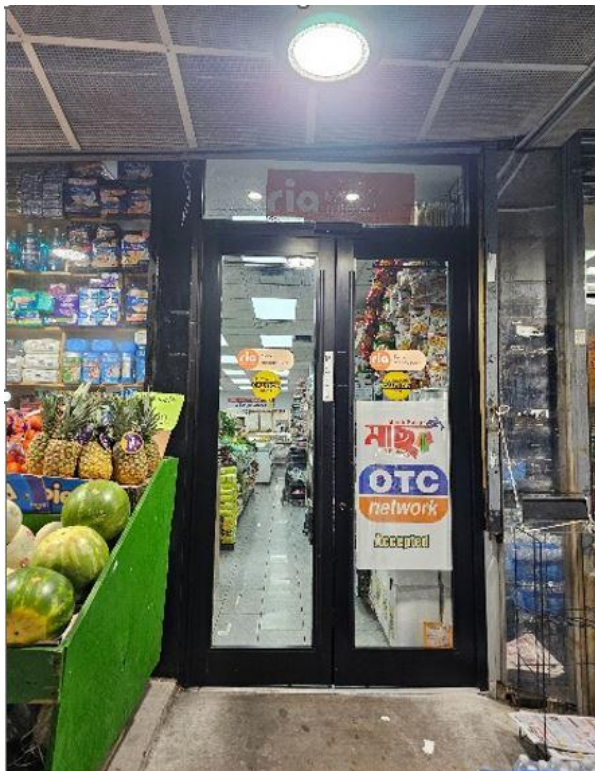
**Shops that do not include the required photos/documentation as outlined above will be rejected without payment.**



## Photo Examples

The below photos are EXAMPLES of the types of signage you might see at your assigned location. Signage will vary by location and may look different. Walk the entire store to make sure you do not miss any signage. You are looking for signage related to purchasing fees, debit or credit card fees, cash discounts, and minimum purchase amounts.

### Example Signage Photos:





Example Receipt Photos:



Tips for Taking & Uploading Photos:

- Be as discreet as possible when taking photos, especially near the register/counter areas.
- Your pictures must be clear (not blurry). The information on the signage must be readable.
- Take close-up and straight on photos of the individual signs.



# QUESTIONNAIRE

**Shop date:**

**Start time:**

**End time:**

## Store Environment

- 1. Store name (displayed on store exterior signage) matches the assigned location name as shown in your shop confirmation email:**

*Evaluate if the store name at the assigned address matches the name of the assigned location as shown in your shop confirmation email.*

Yes

No

- 2. If the store name did not match the assigned location name, indicate the name of the store:**

- 3. Store signage (visible/lit)**

Signage is lit and easily visible from afar

At least 1 signage bulb is not lit or is burnt out

All signage is not lit OR is difficult to see

N/A - daytime during visit

- 4. Do you have a photo of the store entrance?**

*Select Yes and upload the following photos: store entrance showing any signage present in this area; signage within the store that reflects debit or credit card fees, cash discounts, and minimum purchase amounts.*

Yes

No

- 5. Store Environment Supporting Narrative:**

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

## Store Signage/Displays

- 6. Indicate which of the following areas there was signage related to DEBIT OR CREDIT CARD FEES shown:**

*Select all that apply.*

Store entrance

Checkout area

Price tags on the shelves or on the menu

None of the above

- 7. Indicate which of the following areas there was signage related to CASH DISCOUNTS shown:**

*Select all that apply.*

Store entrance

Checkout area

Price tags on the shelves or on the menu

None of the above

**8. Indicate which of the following areas there was signage related to MINIMUM PURCHASE AMOUNTS shown:**

*Select all that apply.*

- Store entrance
- Checkout area
- Price tags on the shelves or on the menu
- None of the above

**9. Did you obtain a photo of the checkout area?**

- Yes
- No

**10. Do you have a photo of the checkout area?**

*Select Yes and upload your photo of the checkout area. Photos should show the terminal, if possible, including any signage present by the area.*

- Yes
- No
- N/A

**11. Do you have a photo of the price tags?**

*Select Yes and upload your photo of the price tags on the shelf or on the menu (including the item purchased and any signage present by the area).*

- Yes
- No

**12. According to the fee signage, what type of payment method did the fee apply to?**

- Debit
- Credit
- N/A - not present

**13. According to the credit card fee signage, was the fee a fixed dollar amount or a percentage of the total amount?**

- Fixed dollar amount
- Percentage of total amount
- N/A - not present

**14. Indicate the fee percentage:**

*Format response as a whole number + one decimal place (e.g., enter 5.0 to indicate 5%). If not applicable, enter N/A (in that exact format).*

**15. Indicate the dollar amount:**

*Format response as a whole number + two decimal places (e.g., enter 2.00 to indicate \$2). If not applicable, enter N/A (in that exact format).*

**16. According to the minimums signage, was the minimum purchase amount on debit or credit cards?**

- Debit
- Credit
- N/A - not present

**17. According to the minimums signage, was the minimum purchase amount greater than \$10?**

- Yes
- No
- N/A - not present

**18. Indicate the minimum purchase amount:**

*Format response as a whole number + two decimal places (e.g., enter 15.00 to indicate \$15).*

**19. Product pricing**

- All items and product pricing clearly displayed for customer viewing
- Most items and product pricing observed clearly marked
- Many items and products observed NOT clearly priced

**20. Did the location have prices listed for any items under \$10?**

- Yes
- No

**21. Store Signage/Displays Supporting Narrative:**

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

**Purchase Information****22. Indicate the name of the specific item that you purchased as listed on the shelf/menu:****23. Indicate the price of the item you purchased as listed on the shelf/menu:**

*Format response as a whole number + two decimal places (e.g., enter 4.50 to indicate \$4.50).*

**24. Do you have a photo of the item you purchased?**

*Select Yes and upload a photo of the item you purchased, including the pricing on the shelf or menu. If no price is displayed on the shelf or menu, upload a photo of the shelf/menu showing that no prices were displayed.*

- Yes
- No

**25. Did you make a purchase using a physical card?**

- Yes
- No

**26. Card purchase type**

- Debit Card
- Credit Card

**27. If you conducted a debit purchase, did you receive multiple receipts?**

- Yes
- No
- N/A

**28. Do you have photos of your receipt?**

*Select Yes and upload a photo of EACH receipt provided. Your photos must include the FULL image of the receipt, including all items and any fees, etc. Upload multiple images if you received multiple receipts OR if the full receipt will not fit in one image.*

- Yes
- No

**29. Proactively provides the receipt**

*If no, select the bottom response, but you must still ask for the receipt.*

- Provides receipt without having to ask
- Provides receipt when you asked for it
- Does NOT provide receipt

**30. Was there a transaction # or ID (also shown as trans ID/# or similar) on your receipt?**

- Yes  
 No  
 N/A

**31. Indicate the transaction ID shown on your receipt:****32. Indicate which of the following appeared on your receipt:**

*Select all that apply.*

- Non-cash discount  
 Card fee  
 Credit card fee  
 Service fee  
 Tax  
 Other  
 None of the above

**33. If other, indicate what other type of fee appeared on your receipt:****34. Indicate the dollar amount of the non-cash discount on your itemized receipt:**

*Format response as a whole number + two decimal places (e.g., enter 2.00 to indicate \$2). If not applicable, enter N/A (in that exact format).*

**35. Indicate the dollar amount of the card fee on your itemized receipt:**

*Format response as a whole number + two decimal places (e.g., enter 2.00 to indicate \$2). If not applicable, enter N/A (in that exact format).*

**36. Indicate the dollar amount of the credit card fee on your itemized receipt:**

*Format response as a whole number + two decimal places (e.g., enter 2.00 to indicate \$2). If not applicable, enter N/A (in that exact format).*

**37. Indicate the dollar amount of the service fee on your itemized receipt:**

*Format response as a whole number + two decimal places (e.g., enter 2.00 to indicate \$2). If not applicable, enter N/A (in that exact format).*

**38. Indicate the dollar amount of the other fee on your itemized receipt:**

*Format response as a whole number + two decimal places (e.g., enter 2.00 to indicate \$2). If not applicable, enter N/A (in that exact format).*

**39. Indicate the dollar amount of tax on your itemized receipt:**

*Format response as a whole number + two decimal places (e.g., enter 2.00 to indicate \$2). If not applicable, enter N/A (in that exact format).*

**40. Indicate the price of the item you purchased as listed on the itemized receipt:**

*Format response as a whole number + two decimal places (e.g., enter 8.00 to indicate \$8).*

**41. Indicate the total you spent (from your receipt) including taxes and fees:**

*Format response for Q41 as a whole number + two decimal places (e.g., enter 10.50 to indicate \$10.50).*

**42. Purchase Information Supporting Narrative:**

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

## Shop Validation

### 43. Do you have a receipt?

*Select Yes and upload your receipt(s). Be sure the images are clear and readable. These will be the same receipt(s) you uploaded previously in the survey, but you must also upload them in this section for validation and payment/reimbursement.*

Yes

No

### 44. If you do not have a receipt, explain why:

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

### 45. Did you take a location exterior selfie photo?

*Select Yes and upload your location exterior selfie.*

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