

FRONTSTREAM

SIGNAGE AUDIT – NO 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 discreetly take photos of this signage. No purchase is required.

Before You Begin

- Review your shop confirmation
- Know your scenario
- 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
- Be discreet
- 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 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.
- Take a selfie photo for shop validation (this is 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 specifications for this project as outlined in this document may result in shop 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.
 - 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. If it's not possible to go inside the location due to the type of venue, explain in your survey.

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.
- Browse the items available for purchase, etc. as a normal customer would.
- You may need to approach the register to get certain photos. 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. You do not need to purchase anything, but you could approach with a question or an item in-hand as if you were going to purchase but then change your mind.
- 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.



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 TAGS OF ITEMS:

- Take at least one (1) photo of the shelf tags or menu listing for items available to purchase.
- If no prices are displayed, take a photo of the shelf/menu showing that no price is indicated.

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.

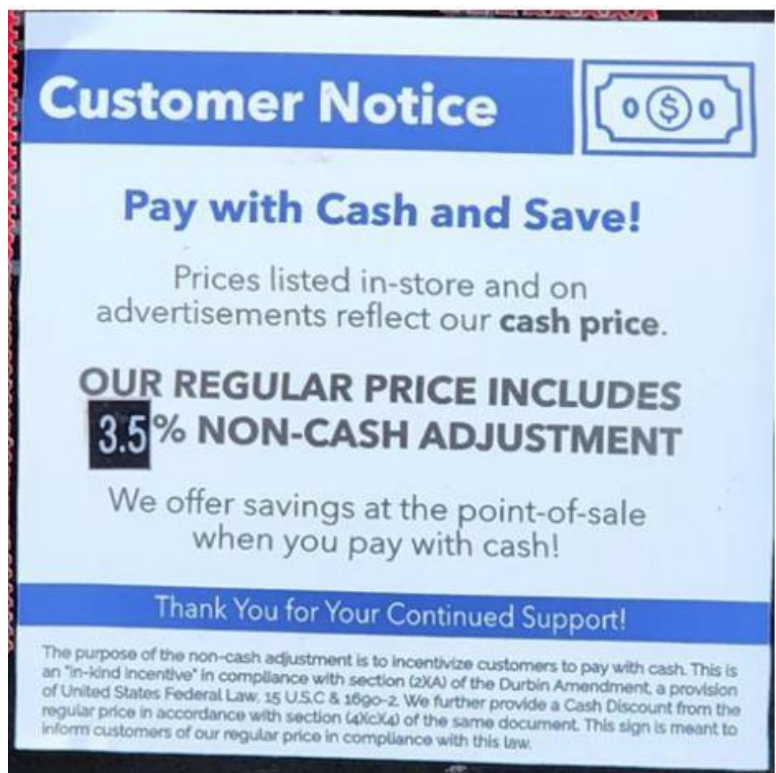
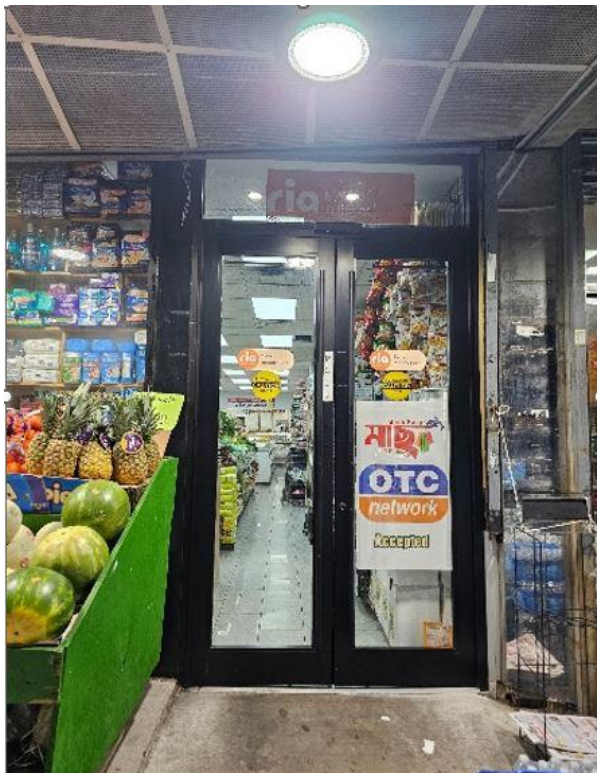
Shops that do not include the required photos/documentation as outlined above will be rejected without payment.



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:



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.

Shop Validation**22. Did you take a location exterior selfie photo?**

Select Yes and upload your location exterior selfie.

- Yes
- No

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

Enter N/A if you uploaded your selfie.

END OF QUESTIONNAIRE