

GOODWILL

GOODWILL OF OMAHA 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 or look online to confirm business hours
- Prepare questions to ask the associates
- Review photo & receipt requirements



Don't Forget!

- Arrive at least 1 hour prior to closing
- Locate and evaluate the H-clothing racks
- Ask an open-ended question
- Capture correct associate names
- Make a small purchase & take a 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.
- 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 prices are easy to identify 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 white label displays and housewares/decor shelves.

Step #2: Have a sales floor interaction and evaluate staff 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.
 - When answering the "Proactive Verbal Greeting" question, consider how many times you were verbally greeted or acknowledged 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.

- You will not be reimbursed, but there are many items under \$2.00 that can be purchased.
- 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

- 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. 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. Clothing 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)

8. 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)

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. Wares/Houseware/Decor 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 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. Did you see staff putting new product out on the floor within 15 minutes of shopping?

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

14. 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)

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 were friendly and professional with customers (no boisterous activity, no excessively loud talking or laughing, no foul language) (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

- 2 OR MORE associates proactively extended a VERBAL greeting (e.g., "Hi", "Hello", "Welcome", "Can I help you?", etc.) (10 points)
- 1 associate proactively extended a VERBAL greeting (5 points)
- NO associates proactively extended a VERBAL greeting (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.

Customer Service**21. Name of associate to whom you asked a question:****22. 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.

23. 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) (10 points)
- Associate was easy to locate OR was able to answer your question/fulfill your request (or found someone who could) (5 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)

24. What question did YOU ask the associate?**25. 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 Q23 - "Associate Accessible and Knowledgeable." You must enter between 50 and 1500 characters.

26. Projects Positive Attitude

Refers to associate to whom you posed your question.

- Professional and positive attitude (competent, polite, steady tone, not quiet or reserved) (10 points)
- Quiet and reserved (used a polite, steady tone with minimal eye contact) (5 points)
- Seemed disinterested or appeared to be going through the motions (0 points)

27. Smiles and Makes Eye Contact

Refers to associate to whom you posed your question.

- Smiled AND made eye contact (10 points)
- Smiled OR made eye contact (5 points)
- Did not smile AND avoided eye contact (0 points)

28. 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

29. 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)

30. Name of cashier:

31. 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.

32. Were there more than 2 people in the checkout line when you entered it?

- Yes
- No

33. Did the cashier call for another cashier to assist while you were in line?

- Yes (10 points)
- No (0 points)
- N/A - Not more than 2 people in line

34. Projects Positive Attitude

Refers to cashier.

- Professional and positive attitude (competent, polite, steady tone, not quiet or reserved) (10 points)
- Quiet and reserved (used a polite, steady tone with minimal eye contact) (5 points)
- Seemed disinterested or appeared to be going through the motions (0 points)

35. Smiles and Makes Eye Contact

Refers to cashier.

- Smiled AND made eye contact (10 points)
- Smiled OR made eye contact (5 points)
- Did not smile AND avoided eye contact (0 points)

36. Cashier Competency

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

- Accurately processed transaction, asked to round up to support current fundraising campaign, 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)

37. Thank You / Positive Closing

- Thanked you AND offered a positive parting remark (e.g., "Come again", "Have a great day", etc.) (10 points)
- Thanked you OR offered a positive parting remark (5 points)
- Did NOT thank you AND did NOT offer a positive parting remark (0 points)

38. Transaction Time

Begin timing when you enter the line at the register.

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

39. 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**40. 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. (10 points)
- Good: It was as good as I expected; I was able to find some good quality items at reasonable prices. (7 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. (5 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. (3 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)

41. 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. (10 points)
- Good: It was as good as I expected; I will likely return to this location again. (7 points)
- Average: It was neither good nor disappointing; I may or may not return to this location again. (5 points)
- Somewhat Disappointing: There was room for improvement; I will not likely return to this location again. (3 points)
- Very Disappointing: It was a poor experience that will preclude me from returning to this location again. (0 points)

42. 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

43. 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**44. Did you get a receipt?**

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

- Yes
- No

45. 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.

46. Did you take a location exterior selfie?

Select Yes then upload your location exterior selfie.

- Yes
- No

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

Enter N/A if you uploaded your selfie

END OF QUESTIONNAIRE