

THE REALREAL

IN-STORE RETAIL MYSTERY SHOP

INSTRUCTIONS

QUESTIONNAIRE

The RealReal is a high-end retail consignment store. You will visit the assigned store and interact with a sales associate regarding your general need for an outfit or accessory. No purchase is required. You will evaluate the service received and all aspects of the customer journey. Several photos and detailed narrative are required.

Before You Begin

- Review your shop confirmation
- Prepare a valid general need scenario
- Call or look online to confirm business hours
- Review examples of store brands
- Review photo requirements

Don't Forget!

- Arrive at least 1 hour prior to closing
- Present a valid scenario
- Ask for the name of the sales associate
- Write thorough and detailed narrative
- Take all required photos



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 as part of your shop validation.
- 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 The RealReal.
- If you are already in The RealReal's system as a member/customer, you are not eligible to complete this shop. Contact your scheduler immediately to have this shop removed from your queue.
- Neither children nor any other guests are allowed to accompany you on this shop—i.e., you must go alone.
- 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 store appearance, merchandising, and layout.

- Evaluate the exterior signage, store cleanliness, ambiance, store scent, music, and restroom.
- Evaluate the store racks and product stock.
- Evaluate aisle accessibility—specifically, are aisles wide enough for a wheelchair to fit through?
- Evaluate the ease of finding items and how informative the digital screens are.
- Write detailed narrative to explain the responses you select for the questions in this section of the survey.

Step #2: Interact with a sales associate.

- Wait at least 5 minutes for an associate to greet you. If you are not proactively greeted and offered assistance within 5 minutes, then seek out an associate and ask for assistance.
- You must make every effort to have an in-depth associate interaction for your shop to be valid. If all associates are with other customers, make every effort to wait until they are finished so that you can have an interaction.
 - If you are asked to wait, you must wait at least 15 additional minutes. If the associate does not return to assist you, approach them again and ask for assistance.
 - If you are asked to wait again, you must wait at least 5 additional minutes. If the associate does not return to assist you after that, you may leave. If this occurs, write detailed narrative in your survey form to explain what happened, who you asked for help, exact times, etc.
- Evaluate the associate's greeting, appearance, and knowledge.
- Allow the associate the opportunity to ask about the reason for your visit.
- **Present your prepared general need scenario:**
 - Your scenario must allow YOU to shop for a high-end outfit or accessory for yourself. Do not indicate you're shopping for a spouse, coworker, etc., as this does not give the associate a fair opportunity to perform all of the behaviors the survey is designed to evaluate.
 - IF you are a male shopper at a location that does not sell men's clothing or men's accessories, THEN you may provide the scenario that you are shopping for a gift for a female (mother, wife, sister, etc.). This must still be a scenario that allows you to shop for a high-end clothing item or accessory, e.g., anniversary gift for wife/girlfriend, gift for your mother's birthday, etc.
 - If your scenario is for an accessory, it must be a wearable accessory (jewelry, scarf, sunglasses, etc.).
 - Do not say you are "just looking" for ideas. While a purchase is not required, you must act as though you are interested in purchasing something.
- **Valid examples scenarios include:**
 - "I have an upcoming charity event, and am looking for some elegant jewelry."
 - "My friend is getting married next month, and I need something to wear."
 - "I'll be traveling for a work event and need a new outfit."
- The associate may offer you time to browse or look around on your own. If they do not check back within 10 minutes and you haven't completed all aspects of your evaluation yet, you must seek out the associate and continue the interaction.

- Evaluate if the associate proactively offers a fitting room and if they recommend any additional items.
 - Allow the associate time to proactively offer a fitting room. Do not just ask to try something on once you find something. Let the conversation flow naturally. If the associate does not end up offering you a fitting room and the interaction is coming to a close, then ask for a fitting room.
 - If the item you have selected/discussed is an accessory or jewelry item and does not require a fitting room, ask the associate if they recommend anything to try on along with the accessory to see how it looks. This will give you the chance to evaluate the fitting room.
 - You must evaluate the fitting room regardless of the item you select/discuss and regardless of if the associate proactively offers one or not.
- Note if the associate shares information about other in-store services (promotions, consignment, warranty, web or app searches, etc.).
- Ask an open-ended question during your interaction. Your question should evaluate associate knowledge and cannot be answered with Yes or No. Do NOT simply ask where something is located. Your question must be different than your scenario.
- **Valid example questions include:**
 - What is your return policy?
 - What is your most popular brand/item right now?
 - How often do you get new clothing/accessories in?
 - What is a comparable brand to this item?
 - What are the color options?
- Write detailed narrative in this section of the survey to explain the scenario you presented, the knowledge question you asked, and how the associate responded and assisted you.

Step #3: Conclude your visit.

- Evaluate if the associate confirms satisfaction—did they ask if you found what you were looking for and request the sale?
- Evaluate if the associate asks to contact you/follow up. If you are asked for your personal information or to join a mailing/email list, politely decline.
- Evaluate if the associate asks you to leave a Google review. (Note: Do NOT actually leave any third-party (Google) reviews.)
- Evaluate closing remarks—the associate must offer a positive closing remark AND invite you to return to get full credit (e.g., “Have a great day, I hope to see you back in store soon!”).
- A purchase is not required. You can purchase an item if you wish, but you will not be reimbursed for any items you purchase.
- Obtain the name and full description of the sales associate. If the sales associate does not introduce him/herself or is not wearing a name badge, you MUST ask for their name in a natural way before you leave. For example, “What is your name in case I need additional help?” or “You have been very helpful. What is your name in case I have more questions or stop back in?”

Step #4: Evaluate your overall impression.

- Evaluate your overall experience, likelihood to return/recommend, and any opportunities for improvement.
- These questions should be answered based on the assumption that you are interested in and regularly shop these brands and price points.
- Do not mark down because the items are too expensive or because you don't normally shop these brands. Also do not mark down due to construction, cleaning, or maintenance that is outside the store's control. Answer the Overall Impression questions based on your customer experience ONLY and factors that are in the staff's control.
- Keep the following Brand Standards in mind as you evaluate how your experience aligns with The RealReal's customer experience model:
 - Relate - welcome and engage with every customer
 - Educate - every customer on the consignment process and product knowledge
 - Add On - enhance experience through surfacing additional products and services
 - Lifecycle - encourage and establish continued engagement with The RealReal community



Photo Requirements

ITEM SELECTED/DISCUSSED:

- Take at least one (1) photo of the item you selected/discussed with the sales associate.
- Be discreet—if possible, take the photo in the fitting room or when the sales associate isn't looking.
- If you take the photo in the fitting room, make sure you are NOT in the photo or in any reflection (i.e., hang the item on the door or a hook and take a photo). If you have no choice but to take the photo in front of the associate, you can say you want to send a picture to your (friend, mom, etc.) and get a second opinion.

LOCATION EXTERIOR:

- 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.

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 regular location exterior photo. You should NOT be in the regular location exterior photo, but you MUST be in the selfie photo—these are two different pictures.

DIRTY/UNKEMPT AREAS:

- If you observe any dirty/unkempt areas in the store, discreetly take at least one (1) photo of each area.
- For example: trash cans overflowing, clothing on the ground, broken knobs, etc.

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. Exterior signage

- Exterior signage is appealing and fully operational (10 points)
- Exterior signage is appealing but in need of minor attention (5 points)
- Exterior signage is in need of immediate attention (0 points)

2. Fixtures, glass, and display windows cleanliness

- Clean and free of smudges or streaks (10 points)
- Mostly clean with minor smudges or streaks (5 points)
- In need of immediate attention, several smudges or streaks present (0 points)

3. Store cleanliness

- Felt like a luxurious shopping experience - clean and well organized (10 points)
- Felt like a luxurious shopping experience but minor attention required (5 points)
- Did not feel like a luxurious shopping experience - substantial attention required (0 points)

4. Interior store ambiance

- Store interior is clean and inviting - fixtures, walls, and surfaces are well maintained (10 points)
- Store interior is somewhat clean and inviting - fixtures, walls, and surfaces are in need of minor attention (5 points)
- Store interior is NOT clean and inviting - fixtures, walls, and surfaces are in need of immediate attention (0 points)

5. Was the signage throughout the store clear and easy to navigate?

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

6. Store environment

- Positive, uplifting energy throughout the store - welcoming environment (10 points)
- Feels disinterested/going through the motions - environment is not welcoming (0 points)

7. Store smells pleasant

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

8. Music playing was pleasant

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

9. Restroom

- Clean, well maintained, and trash can not overflowing (10 points)
- Minor attention needed to cleanliness/maintenance OR trash can overflowing (5 points)
- Substantial attention needed to cleanliness/maintenance AND trash can overflowing (0 points)

10. 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 250 and 2500 characters.

Merchandising and Layout**11. Store racks**

- All appear full, attractive, well organized, and in good condition (10 points)
- Most appear full, attractive, well organized, and in good condition (5 points)
- Most appear unstocked, poorly organized, OR in poor condition (0 points)

12. Aisle accessibility

- Completely free of merchandise, boxes, and clutter/debris AND is open enough for a wheelchair to fit through (10 points)
- Somewhat cluttered OR too tight to fit a wheelchair through (5 points)
- Very cluttered or difficult for customers to maneuver (with/without wheelchair) (0 points)

13. Product stocking

- All tables, racks, shelves, and other displays are fully stocked (10 points)
- Most tables, racks, shelves, and other displays are fully stocked (5 points)
- Most tables, racks, shelves, and other displays are not fully stocked (0 points)

14. How would you rate ease of finding the items you were looking for in the store?

- 0 - Difficult (0 points)
- 1 (1 points)
- 2 (2 points)
- 3 (3 points)
- 4 (4 points)
- 5 - Easy (5 points)

15. How informative were the digital screens on what offers were relevant to the shopping experience?

- 0 - Not informative (0 points)
- 1 (1 points)
- 2 (2 points)
- 3 (3 points)
- 4 (4 points)
- 5 - Very informative (5 points)

16. Merchandising and Layout Supporting Narrative:

Explain the responses you selected for the Merchandising and Layout questions. Be sure to explain ALL responses of less than full point value. You must enter between 250 and 2500 characters.

Retail Team Engagement**17. Indicate the name of the Associate:****18. 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 | |

19. Indicate the gender of the Associate:

- Male
- Female
- Prefer not to answer

20. Was the Associate wearing glasses?

- Yes
- No

21. Indicate the hair color of the Associate:

- | | |
|--|--------------------------------------|
| <input type="checkbox"/> Auburn/Red | <input type="checkbox"/> Brown |
| <input type="checkbox"/> Green/Blue/Purple | <input type="checkbox"/> Dark Brown |
| <input type="checkbox"/> Black | <input type="checkbox"/> Gray/White |
| <input type="checkbox"/> Blonde | <input type="checkbox"/> Shaved/Bald |
| <input type="checkbox"/> Light Brown | |

22. Indicate the hair length of the Associate:

- | | |
|--|---|
| <input type="checkbox"/> Short | <input type="checkbox"/> Long |
| <input type="checkbox"/> Ear Length | <input type="checkbox"/> Pulled Back/Up |
| <input type="checkbox"/> Shoulder/Collar | <input type="checkbox"/> Shaved/Bald |
| <input type="checkbox"/> Mid-Back | |

23. Indicate the approximate height of the Associate:

- | | |
|--------------------------------------|--------------------------------------|
| <input type="checkbox"/> 5' or less | <input type="checkbox"/> 5'10" |
| <input type="checkbox"/> 5'1" | <input type="checkbox"/> 5'11" |
| <input type="checkbox"/> 5'2" - 5'3" | <input type="checkbox"/> 6' - 6'1" |
| <input type="checkbox"/> 5'4" - 5'5" | <input type="checkbox"/> 6'2" - 6'3" |
| <input type="checkbox"/> 5'6" - 5'7" | <input type="checkbox"/> 6'4" plus |
| <input type="checkbox"/> 5'8" - 5'9" | |

24. Indicate the apparent race of the Associate:

- | | |
|---|---|
| <input type="checkbox"/> African-American | <input type="checkbox"/> Middle Eastern or Arab |
| <input type="checkbox"/> Caucasian | <input type="checkbox"/> Native-American |
| <input type="checkbox"/> East Asian | <input type="checkbox"/> Other |
| <input type="checkbox"/> South Asian | <input type="checkbox"/> Prefer not to answer |
| <input type="checkbox"/> Hispanic | |

25. Were you promptly greeted when you first entered the store?

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

26. Indicate the exact time it took for an associate to greet you:

Format response as MM:SS (e.g., 01:30 for 1 minute 30 seconds).

27. Additional team members

- When passing by other team members, you were greeted and felt welcomed to the store (10 points)
- When passing by other team members, you are greeted but there was additional opportunity to make you feel welcome (5 points)
- When passing by other team members, you were not greeted or did not feel welcomed to the store (0 points)

28. Did an associate inquire about the reason for your visit?

e.g., build rapport, find common ground, etc.

Yes (10 points)

No (0 points)

29. Did the store associate share other The RealReal services?

e.g., consignment, using the website to search, current promotions, etc.

Yes (10 points)

No (0 points)

30. If yes, indicate what additional in-store services were mentioned:

Select all that apply.

Shopping assortment in store

Current promotions

Expert services

Consignment

Warranty offerings

Using the website to search for products

Other

N/A - no additional services mentioned

31. If other, explain what other services were mentioned:**32. Introduces self**

Introduces him/herself (10 points)

Does NOT introduce him/herself (0 points)

33. Initiates friendly greeting

Initiates a friendly verbal greeting AND engages you in conversation (10 points)

Initiates a friendly verbal greeting OR engages you in conversation (5 points)

Does NOT initiate a friendly verbal greeting AND does NOT engage you in conversation (0 points)

34. Projects positive attitude

Projects a friendly, outgoing attitude and seems to sincerely enjoy assisting you (consistently smiles, makes eye contact, and uses upbeat tone of voice that conveys enthusiasm and energy) (10 points)

Pleasant, polite, and reserved (e.g., uses minimal gestures and a positive, steady tone) (5 points)

Appears to be going through the motions or seems disinterested (0 points)

35. Associate appearance

Neat, professional, and stylish (10 points)

Unprofessional, poorly styled (0 points)

36. Demonstrates knowledge

Seems knowledgeable about the product they are showing AND thoroughly answers all of your questions (10 points)

Seems knowledgeable about the product they are showing BUT does not thoroughly answers all of your questions (5 points)

Does not seem knowledgeable about the product they are showing AND does not thoroughly answers all of your questions (0 points)

37. Indicate question you asked:**38. Indicate associate's response:**

39. Offers fitting rooms

Select N/A if your selected item does not require a fitting room.

- Offers to escort you to the fitting rooms (10 points)
- Directs you to the fitting rooms (5 points)
- Does NOT mention the fitting rooms (0 points)
- N/A - selected item does not require a fitting room

40. Fitting rooms

You must evaluate the maintenance of the fitting rooms even if your selected item does not require you to use the fitting room to try on.

- Fitting rooms were free of merchandise, loose tags, and debris (10 points)
- Fitting rooms contained merchandise, loose tags, or debris; HOWEVER, an associate was actively working to maintain fitting rooms (5 points)
- Fitting rooms contained merchandise, loose tags, or debris, AND no associate was actively working to maintain fitting rooms (0 points)

41. Recommends additional item(s)

- Suggests at least 1 additional item that complements your selected item (10 points)
- Does not suggest at least 1 additional item to complement your selected item (0 points)

42. Asks to follow up

- Asks permission to contact you/follow up (10 points)
- Does NOT ask permission to contact you/follow up (0 points)

43. Invites you to leave a Google review of your store visit

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

44. Confirms satisfaction

- Asks if you found everything you need and does so in a natural manner (10 points)
- Does not ask if you found all you needed or seems to be going through the motions (0 points)

45. Expresses appreciation

- Offers a positive closing remark (e.g., thank you, have a nice day, etc.) AND invites you to return (10 points)
- Offers a positive closing remark (e.g., thank you, have a nice day, etc.) OR invites you to return (5 points)
- Does NOT offer a positive closing remark (e.g., thank you, have a nice day, etc.) AND does NOT invite you to return (0 points)

46. Retail Team Engagement Supporting Narrative:

Explain the responses you selected for the Retail Team Engagement questions. Be sure to explain ALL responses of less than full point value. You must enter between 250 and 2500 characters.

Overall Impression**47. Based on your visit today, how would you rate your overall shopping 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 | |

48. Based on your visit today, how likely would you be to return to this location for future shopping needs?*Select a rating based on the customer service only and assuming you are in the market for the types of luxury items sold at this store.*

- | | |
|----------------------------|-----------------------------|
| <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 | |

49. Based on your visit today, how likely would you be to recommend this location to friends and family?*Select a rating based on the customer service only and assuming your friends/family are in the market for the types of luxury items sold at this store.*

- | | |
|----------------------------|-----------------------------|
| <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 | |

50. Indicate any area of opportunity that will allow this location to better serve you:*Enter between 3 and 500 characters.***51. Indicate anything that you experienced that made the experience abnormally unique and/or staff went above and beyond:***Enter between 3 and 500 characters.***52. 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 250 and 2500 characters.***Shop Validation****53. Do you have a photo of the item you selected?***Select Yes and then upload your photo of the item you selected/discussed with the retail associate.*

- Yes
 No

54. Do you have a photo of the location exterior?*Select Yes and then upload your photo of the location exterior. This is the regular location exterior photo, not the selfie - you should NOT be in this photo.*

- Yes
 No

55. Did you take a location exterior selfie photo?*Select Yes and then upload your selfie showing the location exterior in the background. You MUST be in this photo.*

- Yes
 No

56. If you do not have a photo of the item you selected, a regular location exterior photo, and/or do not have a location exterior selfie, explain why:*Enter N/A if you uploaded all required photos. If you are missing any photos, explain why.*

57. Were there any dirty/unkept areas in the store?

Select Yes if there were dirty/unkept areas and upload your photo(s) showing those areas. Select No if there were no dirty/unkept areas.

Yes

No

END OF QUESTIONNAIRE