

SAM'S XPRESS

CAR WASH MYSTERY SHOP

INSTRUCTIONS

QUESTIONNAIRE

You will bring your vehicle to the assigned car wash location, purchase the Top Wash from the pay station, and get a receipt. You will interact with the pay station associate, drive your vehicle through the wash, and then use the self-serve vacuum area. You will also go inside the lobby to evaluate the restroom, coffee area, and vending machines.

Before You Begin

- Review your shop confirmation
- Know your assigned location & timeframe
- Review purchase requirements
- Plan to go alone (no children or passengers)

Don't Forget!

- Purchase the Top Wash only
- Get a receipt
- Use the self-serve vacuum area
- Accurately report all times and observations



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. If one does not print from the pay station, or if the associate is assisting with the transaction and does not provide one, ask for a receipt.
- 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 Sam's Xpress Car Wash.
- Children and guests are not allowed on this shop (i.e., you should be the only person in your vehicle).
- Cell phone conversations and texting are not permitted during this assignment.
- You cannot be a current Sam's Xpress Car Wash member (i.e., have a plan where you pay a monthly fee to receive unlimited Top Wash car washes). If you are a current member, contact your scheduler immediately to cancel this shop.

- The following types of vehicles are EXCLUDED—do NOT use these types of vehicles for this shop:
 - Dual-axle vehicles
 - Vehicles higher than 7'-4"
 - Vehicles with ladder racks or bike racks
 - Soft top convertibles
 - Vehicles with after-market roof racks
 - Manually lowered vehicle
- 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: Purchase your car wash while on-site and evaluate the service at the pay station.

- You may use a car, minivan, truck, or SUV to complete this shop.
- Do not purchase your car wash online in advance. You must use the on-site pay station.
- Approach the pay station where an associate is present, even if you have to wait in line, so that you can interact with an associate if one is present.
 - If there are no associates staffing the pay stations, you may use any station to self-help/self-purchase.
- Observe the entrance area, and note if you are greeted when you arrive at the pay station.
- Purchase the Top Wash. See if the associate mentions any offers or upgrades, such as the second rewash process or Club Plan Membership. Make it a point to ask questions and evaluate how the associate responds.
 - Do NOT purchase any upgrades.
 - **You must purchase the Top Wash only for your shop to be valid.**
- If the associate is wearing a name tag or proactively introduces themselves, remember their name. If not, you only need to provide a full description.

Step #2: Drive your vehicle through the wash tunnel.

- Note if an associate uses the paddle to guide you onto the track and if your car is prepped.
- Evaluate the functionality of the tunnel equipment as you drive through.

Step #3: Visit the self-serve vacuum area.

- **Stay in the vacuum area for at least 15 minutes after your wash.** Wait for a vacuum if one is not available immediately after your wash is finished.
- Make every attempt to vacuum your vehicle **AND interact with an associate in the vacuum area**, even if you must wait in line.
 - Include in your survey narrative how long you were in the vacuum area.
- Evaluate your wash results—clean and free of dirt, minimal water spots, were there any streaks or smudges, etc.
- Interact with an associate if they come to inspect your vehicle and/or help you dry it. Remember their name if they are wearing a name tag. If not, remember their description.
- Evaluate the cleanliness and maintenance of the vacuum area.

Step #4: Visit the lobby.

- Go inside the lobby and visit the restroom.

- Evaluate the lobby area, restroom, and product vending machines.
- If you are assigned either of these locations, there is no lobby area, and you can skip this part of the shop:
 - 9308 Steele Creek Road
Charlotte, NC 28273
 - 10130 Charlotte Hwy
Indian Land, SC 29707

Step #5: Evaluate your overall experience.

- Rate your overall car wash experience, including your likelihood to return or recommend and anything that stood out as positive or negative. Do not score down for factors outside the staff's control.



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.

ITEMIZED RECEIPT:

- Pay attention to the receipt that prints from the pay station (or the receipt provided by the associate). The receipt must show the location, date/time, and purchase information, NOT just the wash code.
- 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.

✓ **Valid Receipt Example:**



✗ **Invalid Receipt Example (Wash Code Only):**



 **QUESTIONNAIRE**

Shop date:

Start time:

End time:

Vehicle Information

1. Time on receipt:

Format response as hh:mm AM/PM

2. Make of vehicle:

3. Model of vehicle:

4. Color of vehicle:

5. Year of vehicle:

Format response as YYYY

Entrance

6. Exterior (parking lot, walkways)

Completely free of litter and debris and well-maintained (10 points)

Minor litter or debris visible - not completely maintained (5 points)

Substantial litter or debris visible - not well-maintained (0 points)

7. Landscaping

Completely free of litter and debris and well-maintained (10 points)

Minor litter or debris visible - not completely maintained (5 points)

Substantial litter or debris visible - not well-maintained (0 points)

8. Pay Station

Completely clean and wiped down, free of smudges and dirt (10 points)

Minor smudges or visible dirt - not completely maintained (5 points)

Substantial smudges, streaks, dirt - not well-maintained (0 points)

9. Entrance Supporting Narrative:

Explain the responses you selected for the Entrance questions. Be sure to explain ALL responses of less than full point value. You must enter between 50 and 1000 characters.

Greeter

10. Were you greeted at the pay station?

Select Yes if you had any interaction with an employee at the pay station.

Yes (10 points)

No (0 points)

11. Indicate the name of the Greeter:

12. Indicate the approximate age of the Greeter:

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

13. Indicate the gender of the Greeter:

- Male
- Female
- Prefer not to answer

14. Was the Greeter wearing glasses?

- Yes
- No

15. Indicate the hair color of the Greeter:

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

16. Indicate the hair length of the Greeter:

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

17. Indicate the approximate height of the Greeter:

- | | |
|--------------------------------------|--------------------------------------|
| <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" | |

18. Indicate the apparent race of the Greeter:

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

19. When you purchased the Top Wash, did the employee explain the second rewash process?

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

20. Did the employee inform you of the Club Plan Membership? Yes No**21. Explain what you were told about the Club Plan Membership:**

If the employee informed you about the Club Plan Membership, explain what you were told. You must enter between 50 and 1000 characters.

22. Employee Knowledge - Products and Services Employee appeared knowledgeable, providing information about the services and answering any questions I had (10 points) Employee was mostly knowledgeable, but had to look up information or ask for assistance answering questions (5 points) Employee was not knowledgeable, no information was provided and employee could not answer the questions I had (0 points)**23. Greeter Supporting Narrative:**

Explain the responses you selected for the Greeter questions. Be sure to explain ALL responses of less than full point value. If you were not greeted, explain how you purchased your wash. You must enter between 50 and 1000 characters.

Loading/Prep Station**24. Did the employee use the paddle to guide you on the track?** Yes (10 points) No (0 points)**25. Was your car soaked with prep guns?** Yes (10 points) No (0 points) N/A - Not available at this location**26. Loading/Prep Station Supporting Narrative:**

Explain the responses you selected for the Loading/Prep Station questions. Be sure to explain ALL responses of less than full point value. You must enter between 50 and 1000 characters.

Wash**27. Wash Experience** All equipment was functioning (10 points) Some equipment was not functioning (0 points)**28. Wash Results** Vehicle was clean and free of dirt, without excessive water remaining (minimal water spots) (10 points) Vehicle was mostly clean, but there is minor opportunity for improvement (minor streaks, dirt, etc.) (5 points) Vehicle was not clean (significant amount of remaining dirt, smudges, etc.) (0 points)**29. Rate your car wash quality:** Exceeds (10 points) Meets (5 points) Disappoints (0 points)**30. Wash Supporting Narrative:**

Explain the responses you selected for the Wash questions. Be sure to explain ALL responses of less than full point value. You must enter between 50 and 1000 characters.

After Wash/Vacuum Bay Area

31. How long were you in the vacuum bay area?

Format response as mm:ss, e.g., enter 15:10 for 15 minutes 10 seconds

32. Was there available vacuum space?

Yes (10 points)

No (0 points)

33. Did anyone check to see if you were satisfied with your wash?

Select Yes if you had any interaction with an employee while you were in the vacuum bay area.

Yes (10 points)

No (0 points)

34. If yes, explain what you were told:

Explain what was said when an employee checked in with you in the vacuum bay area, if applicable. You must enter between 50 and 1000 characters.

35. Indicate the name of the Vacuum Bay Associate:

36. Indicate the approximate age of the Vacuum Bay Associate:

20 or less

41 - 45

21 - 25

46 - 50

26 - 30

51 - 55

31 - 35

56 or older

36 - 40

37. Indicate the gender of the Vacuum Bay Associate:

Male

Female

Prefer not to answer

38. Was the Vacuum Bay Associate wearing glasses?

Yes

No

39. Indicate the hair color of the Vacuum Bay Associate:

Auburn/Red

Brown

Green/Blue/Purple

Dark Brown

Black

Gray/White

Blonde

Shaved/Bald

Light Brown

40. Indicate the hair length of the Vacuum Bay Associate:

Short

Ear Length

Shoulder/Collar

Mid-Back

Long

Pulled Back/Up

Shaved/Bald

41. Indicate the approximate height of the Vacuum Bay 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" | |

42. Indicate the apparent race of the Vacuum Bay 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 | |

43. Was your car washed and dried to your satisfaction?

- Yes (10 points)
 No (0 points)

44. If no, explain what was lacking:

Explain how your vehicle was not washed and dried to your satisfaction, if applicable. You must enter between 50 and 1000 characters.

45. If no, did the manager offer to correct it?

- Yes (10 points)
 No (0 points)
 N/A - Car was washed and dried to my satisfaction

46. Vacuum Bay Area

- Completely free of litter and debris and well-maintained (10 points)
 Minor litter or debris visible - not completely maintained (5 points)
 Substantial litter or debris visible - not well-maintained (0 points)

47. If not clean, explain:

Explain the cleanliness issues in the vacuum bay area, if applicable. You must enter between 50 and 1000 characters.

48. Vacuum Area Experience - Vacuum

- Vacuum was functional with good suction (10 points)
 Vacuum was functional but suction is not strong (5 points)
 Vacuum was not working (0 points)

49. After Wash/Vacuum Bay Area Supporting Narrative:

Explain the responses you selected for the After Wash/Vacuum Bay Area questions. Be sure to explain ALL responses of less than full point value. You must enter between 50 and 1000 characters.

Lobby**50. Waiting Area**

- Waiting area clean and well-maintained (10 points)
 Waiting area was somewhat clean but in need of minor attention (5 points)
 Waiting area needed immediate attention and was dirty (0 points)
 N/A - Waiting area not available at this location

51. Restroom Clean

- Restroom was clean and well-maintained (10 points)
- Restroom was somewhat clean but in need of minor attention (5 points)
- Restroom needed immediate attention and was dirty (0 points)
- N/A - Restroom not available at this location

52. Restroom Stocked

- Adequate supplies in the restroom you visited (10 points)
- Supplies needed to be restocked for guests (0 points)
- N/A - Restroom not available at this location

53. Restroom Fixtures

- Mirrors, toilets, sinks, and fixtures clean and undamaged (10 points)
- Restroom fixtures are dirty or damaged (0 points)
- N/A - Restroom not available at this location

54. Car Wash Product Vending Machine – Stocked

Refers ONLY to the vending machine that sells car wash products. Do NOT answer this question based on vending machines that sell snack/food items.

- Car wash product vending machine well stocked with no empty slots (10 points)
- Car wash product vending machine mostly stocked with only one or two empty slots (5 points)
- Car wash product vending machine not well stocked; many slots were empty (0 points)
- N/A - Car wash product vending machine not available at this location

55. Car Wash Product Vending Machine – Functional

Refers ONLY to the vending machine that sells car wash products. Do NOT answer this question based on vending machines that sell snack/food items. If you do not purchase products from the car wash product vending machine, select N/A - Did not make a vending purchase.

- Vending machine was working properly (10 points)
- Vending machine did not dispense products properly (0 points)
- N/A - Did not make a vending purchase
- N/A - Car wash product vending machine not available at this location

56. Lobby Supporting Narrative:

Explain the responses you selected for the Lobby questions. Be sure to explain ALL responses of less than full point value. You must enter between 50 and 1000 characters.

Overall Experience**57. Were all employees clean and well-groomed?**

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

58. Were all employees wearing name tags?

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

59. Employee Appearance Supporting Narrative:

Explain the responses you selected for the Employee Appearance questions. Be sure to explain ALL responses of less than full point value. You must enter between 50 and 1000 characters.

60. Rate your overall car wash experience:

- Exceeds - Your car was clean, self-serve areas were functional, and the neon soap and lights made the experience fun
- Meets - Your car was mostly clean, most equipment was functional, and the experience met your expectations
- Disappoints - Your car was not clean, equipment was not working, and you were disappointed with the experience

61. Based on your experience today, how motivated would you be to RETURN to this car wash on your own?

- Very Motivated
- Somewhat Motivated
- Not At All Motivated

62. Based on your experience today, how likely would you be to RECOMMEND this car wash to others?

- Very Likely
- Somewhat Likely
- Not At All Likely

63. Indicate any area of opportunity that will allow this location to better serve you:**64. Overall Experience Supporting Narrative:**

Explain the responses you selected for the Overall Experience 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 50 and 1000 characters.

Shop Validation**65. Do you have a receipt?**

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

- Yes
- No

66. 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.

67. Did you take a location exterior selfie photo?

Select Yes then upload your location exterior selfie.

- Yes
- No

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

Enter N/A if you uploaded your selfie.

END OF QUESTIONNAIRE