

POPSHELF

INSTRUCTIONS • QUESTIONNAIRE

Visit a pOpshelf store to evaluate store cleanliness, stock levels, pricing, and how associates engage with you and other customers. You will ask specific questions of the associate, discreetly take photos of certain items at the store, and make a purchase to get a receipt.

Before You Begin

- Review your shop confirmation
- Choose a scenario from the instructions
- Have a good-quality cell phone camera
- Know the observations to make
- Plan to arrive between 11am-6pm

Don't Forget!

- Present your scenario to an associate
- Visit the restroom
- Take all necessary photos (3-7 required)
- Spend 15+ minutes making observations
- Purchase any item to get a receipt



General Requirements

- Read all instructions and the entire questionnaire before you complete the shop.
- Check your shop confirmation for the date, location, and hours to visit.
 - Arrive after 11:00 AM but no later than 6:00 PM on your scheduled shop date.
 - Your report will not be accepted if you arrive outside of this timeframe. No exceptions.
- Spend at least 15-25 minutes in the store making observations (15 minute visit minimum).
- Visit popshelf.com to familiarize yourself with the store concept and products.
- Choose a scenario, and present your chosen scenario to an associate on the sales floor.
 - All shops require interacting with an associate and asking scenario-specific questions.
- Purchase any item to get a receipt (reimbursed up to \$2). Ask for a receipt if one is not offered.
- Your activity in the store will be video recorded, and the information in the report you submit will be compared to the video for accuracy. Videos showing you not making all required observations will result in no payment for the shop and permanent removal from the program.
- Submit your report to shopperhub.cxgroup.com within 8 hours of completing the shop.
- Retain all documentation for six months following your shop.
- You or your family members cannot have ever worked for Dollar General or pOpshelf.



Shop Instructions

Step #1: Choose a scenario, and use it to interact with an associate

- Choose one of the following scenarios to use when interacting with an associate.
 1. **Store section inquiry:** Ask the associate for a specific category of items in an area of the store you aren't currently in. Choose one of these categories to ask about: art supplies, crafts, party supplies, snacks, or pet treats.
 2. **Specific item search:** Tell the associate, "I'm looking for (craft paper/paint brushes/dog treats/etc.)" Choose a specific item from one of these categories to ask about: art supplies, crafts, party supplies, snacks, or pet treats. The item you need assistance with can be anything the store carries as long as it's not near where you're standing.
- Wait to be approached by an associate. If not approached upon arrival, browse the merchandise near any visible associate for 8 minutes to see if they offer assistance.
 - Stay visible in the main aisles while browsing; do not hide along the back walls.
 - If you visit the restroom first, do not start timing until after you exit the restroom.
 - If not offered assistance after 8 minutes, ask any associate for assistance.
 - Do not leave without presenting your scenario to an associate.
- When offered assistance, or after 8 minutes of browsing, present your chosen scenario.
 - Do not ask about seasonal, home decor, or beauty department items.
- Note whether the associate takes you to the area requested or just provides verbal directions.
 - If the store does not have or carry the requested item or category, ask what else they might recommend. (This is required to see if they walk you to their recommendation.)
- Get the name of the associate from their nametag.
- Take as much time as you like browsing the store after receiving a response.

Step #2: Discreetly take all required photos (front display table + seasonal area + register area)

- Take 1 clear wide-shot photo of the front center display.
 - This display can be found at the front of the store as soon as you walk in.
 - Currently featured merchandise items or seasonal items will be stacked in layers on this table. All stores have this display, although its appearance and products will vary.
- Take 1 clear wide-shot photo of the seasonal area of the store.
 - This area is usually to the left of the front display when you enter the store, but some stores may have it at right or near the back.
- Take 1 clear wide-shot photo of the register area.
 - Stand somewhere that allows you to capture as much of the register area as possible.

Front center display (as soon as you walk in)

Seasonal area of the store – wide-angle shot



Register area – wide-angle shot



Step #3: Browse the entire store, and discreetly take photos of any deficiencies found

- Observation #1 - Organization: Look for disorganized areas where product is not pulled to the front of the shelves or peg hooks and appears messy. Aisles should be clear and shoppable. Stocking pallets/carts in the aisles or boxes on stocking vehicles are okay.

Organized shelf

Disorganized, messy shelves

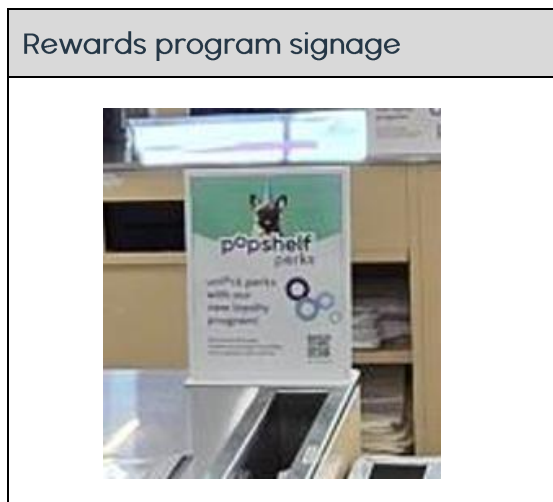


- Observation #2 - Stock: Check all areas of the store for any completely empty shelves or shelves with more than 3 products out of stock in a 4-foot shelf section.

- **Observation #3 - Pricing:** Price tags and signs must be present in some form, in good repair, and up to date. Look for pricing stickers (may be affixed to the bottom or back of some products), whole-shelf tags, standing price labels on table displays, or 3x3 cards with pricing information. Only one form of pricing needs to be present. If you can't see pricing for an item, pick it up to check the bottom and back for a price sticker.
- **Observation #4 - Restroom:** Visit the restroom (all stores have one) to check for cleanliness.
 - Ask an associate for the location of the restroom if you cannot find it.
 - If the restroom is locked with out-of-order signage posted, take a photo of the signage.
 - If the restroom is locked without explanation, knock on the door. If occupied or there is no response to knocking, make at least one more restroom visit attempt 5-10 minutes later.
- **Photos:** Take a clear photo showing any deficiency found for each observation. If more than one deficiency is found for a single observation, you only need one photo showing the worst issue.
 - For photos of restroom cleanliness issues, avoid capturing your reflection in the mirror.

Step #4: Pay for any item using self-checkout, and look for rewards program information

- All stores are self-checkout only, with an associate available to assist as needed.
- Confirm if there is an associate who can observe if assistance is needed at the registers from their position. It is not necessary for an associate to be located at the registers.
- Self-checkout registers accept credit cards only. If paying with cash, you'll need associate assistance to make payment and receive change.
- Look for signage for the pOpshelf perks rewards program at self-checkout, on the front door, or anywhere else in the store.



- Confirm if the self-checkout area is clean and organized.
- If you encounter an issue during self-checkout, capture the length of time from encountering an issue until an associate is available for assistance.
- Get a receipt from the register, or ask the self-checkout associate for a receipt.



QUESTIONNAIRE

Shop date:

Start time:

End time:

Store Appearance

1. Did the store present an inviting and organized appearance overall?

All product is organized, and aisles throughout the store are clear and shoppable. Stocking pallets and carts are allowed to be in the aisles.

Yes

No

2. If no, which areas of the store had issues with organization, and what issues were noted?

Upload a photo showing the worst of the disorganized areas you found.

3. Were associates observed engaging in work-related behaviors when not assisting customers?

Select N/A if all associates were with customers throughout the time you shopped.

Yes

N/A – all associates were with customers

No

4. Was a restroom available and clean at the time of your visit?

Yes, restroom was available and clean

No restroom was available

No, restroom was available but not clean

N/A – restroom exemption

5. If not clean or not available, please explain:

If unavailable, include the number of attempts you made to access the restroom. Upload a photo showing the worst of the cleanliness issues you found inside the restroom or any signage found on the door if unavailable.

6. Was the pOpshelf scent and music noticeable in the store?

The scent is named Citron Berry, and light music should be playing overhead.

Yes, both were noticeable

No, music was playing but no scent

No, scent was present but no music

No, neither scent nor music was noticeable

7. Were stock levels properly maintained in each section of the store?

Check all areas of the store for any completely empty shelves or shelves with more than 3 products out of stock in a 4-foot section. Only answer No if you noted completely empty shelves or more than 3 out-of-stock items in a 4-foot section.

Yes

No

8. If no, explain which areas of the store had missing stock:

Upload a photo showing the worst of the stock issues you found.

9. Did all items have clearly marked price information on shelf, packaging, sign, or peg?

Only one pricing form is needed. Pricing can be one of four different types to count for a Yes: 1) Look for stickers (you may have to pick up product and look on bottom of it for pricing sticker), 2) whole-shelf tags, 3) standing price labels on table displays, and 4) 3x3 cards with pricing information. Answer No ONLY if you observed pricing signs that were completely missing in any of these four forms or that were altered, damaged, or misaligned to the correct item.

Yes

No

10. If no, which areas of the store had issues with pricing, and what issues were noted?

Upload a photo showing the worst of the pricing issues you found.

Associate Interaction

11. Did an associate offer to help you within the first 8 minutes of the shopping portion of your visit?

- Answer Yes if an associate engaged you in conversation, offered assistance to find items, or asked why you were there within 8 minutes.
- Answer No if you had to seek out an associate to ask for assistance after 8 minutes of shopping in the main aisles or near an associate.

Yes

No

12. If no, please explain:

Be specific about how long you waited, what you saw associates doing, where you were while browsing, etc.

13. Name of the associate who primarily assisted you during your visit:

Enter the name from the associate's nametag. If the nametag was covered or not worn, enter 'Unknown'.

14. Did the associate greet you in a warm and friendly manner when offering assistance or responding to your request for assistance?

Yes

No

15. If no, please explain:

16. Did the associate walk you to the area you asked about, offer to walk you to it, or provide verbal directions to help you locate it?

If you're told they don't have the category or item you ask about, ask what they would recommend. Only answer No if you asked for something you know is in stock and the associate refused to assist you.

Yes, walked me to the item or offered to walk me

Only provided verbal directions

No

17. Explain what you asked about and how the associate responded:

Provide detailed commentary to support the selection you made in the previous question. Include the specific name of the product or category you asked about.

18. Was the associate attentive and helpful throughout your interaction, answering questions with knowledge and confidence?

Answer Yes if the associate was not able to immediately answer but was able to find an answer for you.

Yes

No

19. If no, please explain:

20. Did you see the pOpshelf perks reward program signage up in the store, or did an associate tell you about it?

Yes, saw signage about it

Yes, an associate told me about it

Yes, saw signage and was told about it

No, did not see signage and was not told about it

Self-Checkout

21. Was the register area clean, free of clutter, and inviting?

Upload your photo of the register area.

Yes No**22. Was an associate available for assistance when needed?**

Answer Yes if you or another customer did or could have easily gotten assistance. Associates are not required to stand at the cash registers.

 Yes No**23. If no, please explain:****24. Were associates attentive to assisting customers with register transactions upon request?**

- Associates are permitted to complete other work-related tasks in or near the checkout area while customers are not in need of assistance with their transactions.*
- Answer Yes if an associate was assisting customers with their transactions when help was needed.*
- Answer N/A if no customers appeared in need of assistance (everyone was completing their transactions on their own).*
- Answer No if any customers appeared in need of assistance and were not being assisted.*

 Yes N/A – no register help was requested No**25. If no, please explain:****26. Did you experience any issues during your checkout that required associate assistance?** Yes No**27. If yes, how much time passed before an associate was able to provide assistance with resolving your issue?**

Required format: 00:00 (minutes:seconds). Start timing when you first encounter an issue, and stop timing when an associate provides assistance.

Overall Impression**28. How did you feel about your pOpshelf visit?**

Select how delighted you were based on the service you received and the observations you made in the store.

 Delighted Upset Neither delighted nor upset**29. Rate how easy pOpshelf made it to locate items and get assistance on this visit:** Easy Difficult Neither easy nor difficult**30. How likely would you be to recommend pOpshelf to a friend, family member, or colleague?**

10 = Extremely likely to recommend pOpshelf to others; 0 = Extremely unlikely to recommend pOpshelf to others

 10 4 9 3 8 2 7 1 6 0 5**31. Overall visit comments:**

Provide a detailed summary of your observations and why you would or would not be likely to recommend pOpshelf to others.

32. Please comment on the area of the store that interested you the most and why:

33. What didn't meet your expectations or could be improved?

Enter N/A if you were happy with your visit and have no suggestions for improvement.

34. Upload your photo of the front center display inside the store:

This is the table that contains currently featured merchandise stacked in layers and is visible right in front of you as you enter the store.

35. Upload your photo of the seasonal area inside the store:

This is usually to the left of the front display when you enter the store, but some stores may have it at right or near the back.

36. Visit time range:

Select the option that contains the time you departed the store at the end of your visit.

9am - 3pm

3:01pm - 9pm

37. Weekpart:

Weekday

Weekend

38. Upload the receipt for your purchase:

END OF QUESTIONNAIRE