

G&M OIL

RETAIL EXCELLENCE

MYSTERY SHOP & SITE REVIEW

INSTRUCTIONS

QUESTIONNAIRE

This is a two-part assignment that is expected to take 30-35 minutes. Photos are required.

Part 1 is a Mystery Shop: Make a purchase and anonymously observe customer service.

Part 2 is a Site Review: After the purchase, present an authorization letter and reveal yourself as visiting on behalf of G&M Oil to conduct a site review. Make various observations using a checklist.

Before You Begin

- Plan to visit during allowed hours
- Print the 2 required documents
- Read through the review checklist
- Have appropriate clothing to wear

Don't Forget!

- Bring the 2 required documents
- Make all required checklist observations
- Take all required photos
- Get a receipt for your purchase



General Requirements

- Conduct the visit unannounced between 8:00am-5:00pm. Do not call ahead of time.
- Conduct Part 1 (Mystery Shop) first by making a purchase as an anonymous customer.
- Conduct Part 2 (Site Review) after the purchase by presenting the authorization letter.
- Complete the shop on the date you're assigned, which can be found in your shop confirmation.
 - If you need to make a second shop attempt due to the location being closed or being asked to come back later, notify your scheduler so they can update your shop date.
- Complete the visit alone. Do not take anyone with you.
- **Prepare!** Read all instructions and the entire questionnaire before visiting.
- Print a copy of the authorization letter and the review checklist, and take them with you to each store to ensure all observations are made. Detailed instructions are in the checklist.
 - [Click here to print a copy of the site review checklist.](#)
 - [Click here to print a copy of the authorization letter.](#)
- Take all required photos. They are the most important part of the review.
- Dress in business casual clothing (slacks, a collared shirt or sweater, and closed-toe shoes).
 - No jeans, shorts, short skirts, or t-shirts/sweatshirts and no holes in clothing.
- Be courteous and professional to those you interact with. Report honest, accurate results.
 - Do not comment on your observations or make suggestions to the employees.
- Submit your report to shopperhub.cxgroup.com within 12 hours of completing the review.
- Retain all documentation for six months following your shop.
- You or your family cannot have ever worked for G&M Oil or the store being visited.



Conducting the Review

- Complete the shop by following the 'Site Review Checklist' document linked above.
- Some locations will only have a kiosk (no store to enter). Kiosk locations should still be shopped.
- If the location is closed or you are turned away after revealing yourself and cannot complete Part 2 of the assignment, follow the corresponding instructions found in the table below.

Unsuccessful Site Review Attempts

Issue you encountered	Instructions to follow for this issue
Location was closed	<ul style="list-style-type: none"> • If the store is closed during allowed visit times (8am-5pm), make 1 more attempt 24-48 hours later during the allowed times. • Contact your scheduler so they can update your assigned shop date. Do not submit your report until after the second attempt. • If the review cannot be completed on the second attempt, submit your report as unsuccessful. • If the store is closed permanently, only 1 attempt is required.
I was asked to come back later	<ul style="list-style-type: none"> • If you're asked to come back later, make 1 more attempt 24-48 hours later during allowed visit times (8am-5pm). <ul style="list-style-type: none"> ◦ If there is no mention of completing the review later, you must specifically ask if you can come back to complete the review. • Contact your scheduler so they can update your assigned shop date. Do not submit your report until after the second attempt. • If the review cannot be completed on the second attempt, submit your report as unsuccessful.
Review was denied	<ul style="list-style-type: none"> • If your site review is refused for any reason (and you are denied a second visit to complete the review), politely leave. • Submit your report as unsuccessful.



QUESTIONNAIRE

Location name:

Visit date:

Arrival time:

Time you arrived at the store

Departure time:

Time you finished conducting the site review

Customer Service Experience

1. Did the cashier verbally or non-verbally greet or acknowledge you in some way when you entered the store?

Non-verbal acknowledgement can be eye contact, a smile, a nod, a wave, or other acknowledging gesture.

Yes

No

2. Was the cashier wearing a neat, tidy, and approved uniform and nametag?

Yes

No

3. If no, what issues did you observe with the cashier's appearance?

Select all that apply.

Not wearing an approved uniform

Clothing appeared dirty

Not wearing an approved nametag

Clothing appeared overly wrinkled

Not wearing a nametag at all

N/A

4. Was the cashier focused on assisting you or other customers without distraction?

Answer Yes if customers were the cashier's priority. If the cashier was on their phone or doing something else but stopped when a customer approached so they could assist them, answer Yes.

Yes

No, engaged in work-related conversation with another employee

No, on the phone (work related)

No, eating or drinking

No, on the phone (personal)

No, engaged in personal conversation with another employee

No, other

5. If other, please explain:

6. Did the cashier attempt to upsell another item?

For a Yes, the cashier must offer or suggest the purchase of any other item (e.g., "Would you like a drink to go with your chips?", "Pop is on sale if you buy chips," etc. If the cashier just asks if you need anything else, answer No.

Yes

N/A – kiosk location

No

7. Did the cashier offer a verbal parting remark at the end of the transaction?

Examples include but are not limited to, "Thank you," "Thanks, and have a great day," "Have a good one," etc.

Yes

No

In-Store Site Review

8. Was the store's security monitor on and in working order?*If no, upload one clear photo showing the screen.*

- Yes N/A – no security monitor
 No N/A – unable to complete the review

9. Was the store and payment area uncluttered, clean, and free of significant dust?*If no, upload clear photo(s) showing area(s) with clutter or cleanliness issues.*

- Yes No, excessive issues with cleanliness, clutter, or dust
 No, minor issues with cleanliness, clutter, or dust N/A – unable to complete the review

10. Were there any boxes, cleaning buckets and supplies, or other tripping hazards present in areas where customers walk?*If yes, upload one clear photo showing hazards in the customer walkways.*

- Yes N/A – kiosk location
 No N/A – unable to complete the review

11. Were pricing labels present on products that were on shelves in the center of the store?

- *Pricing labels can be posted as a tag on the shelf or printed on the product packaging. Either is acceptable.*
- *If no, upload clear photo(s) showing more than five missing pricing labels.*

- Yes, missing five or fewer N/A – kiosk location
 No, missing more than five N/A – unable to complete the review

12. Were the shelves in the center of the store fully stocked with product?

- *Each product should have at least one available, no empty spaces.*
- *If no, upload clear photo(s) showing the product section(s) that had missing stock.*

- Yes, no product missing stock N/A – kiosk location
 No, only one product missing stock N/A – unable to complete the review
 No, more than one product missing stock

13. Were products in the center of the store front facing (product name labels facing forward)?*If no, upload clear photo(s) showing more than five products that were not facing forward.*

- Yes, five or fewer not facing forward N/A – kiosk location
 No, more than five not facing forward N/A – unable to complete the review

14. Was the tobacco back bar full?

- *Each product should have at least one available, no empty spaces.*
- *If no, upload clear photo(s) showing the empty space(s).*
- *For kiosk locations, the tobacco back bar should be visible from the payment window.*

- Yes, no spaces without product N/A – no tobacco sold
 No, only one space without product N/A – tobacco back bar not visible
 No, more than one space without product N/A – unable to complete the review

15. Was the deli case clean and full and with a temperature set to 40 degrees Fahrenheit or lower?

- *Each product should have at least one available, no empty spaces.*
- *If no or out of order, upload clear photo(s) showing the issue(s).*

- Yes No, not set at 40 degrees Fahrenheit or lower
 No, there was an issue with cleanliness More than one issue (cleanliness, stock level, or temperature)
 No, not fully stocked (one or more empty spaces)

- Out of order or not turned on and no sign (or a handwritten sign) was posted
- N/A – no deli case or a professional out-of-order sign was posted

- N/A – no thermometer available
- N/A – unable to complete the review

16. Was the Recharge/HydraZone case clean and full and with a temperature set to 40 degrees Fahrenheit or lower?

- *Each product should have at least one available, no empty spaces.*
- *If no or out of order, upload clear photo(s) showing the issue(s).*

- Yes
- No, there was an issue with cleanliness
- No, not fully stocked (one or more empty spaces)
- No, not set at 40 degrees Fahrenheit or lower
- More than one issue (cleanliness, stock level, or temperature)

- Out of order or not turned on and no sign (or a handwritten sign) was posted
- N/A – no Recharge/HydraZone case or a professional out-of-order sign was posted
- N/A – no thermometer available
- N/A – unable to complete the review

17. Did all food products in the deli case and Recharge/HydraZone case have an expiration date that was not expired?

- *If no, upload one clear photo showing product(s) with a missing expiration date and/or expired date.*
- *Answer N/A if the store did not have either case, both cases were out of order, or there were no food products in either case.*

- Yes
- No, one or more products found with an expired date or missing expiration date

- N/A

18. Were the reach-in coolers fully stocked with a temperature set to 40 degrees Fahrenheit or lower?

- *There should be no more than five empty spaces.*
- *If no or out of order, upload clear photo(s) showing the issue(s).*

- Yes
- No, at the correct temperature but had more than five empty spaces
- No, five or fewer empty spaces but not at the correct temperature
- No, more than five empty spaces and not at the correct temperature

- Out of order or not turned on and no sign (or a handwritten sign) was posted
- N/A – no wall coolers or a professional out-of-order sign was posted
- N/A – unable to complete the review

19. Was the roller grill machine visibly clean with at least four food items cooking?

- *A minimum of four food items (four of the same item or different items) must be on the roller grill cooking.*
- *If no or out of order, upload clear photo(s) showing the issue(s).*

- Yes
- No, there was an issue with cleanliness
- No, there were fewer than four food items cooking
- No, there was an issue with cleanliness and fewer than four food items cooking

- Out of order or not turned on and no sign (or a handwritten sign) was posted
- N/A – no roller grill or a professional out-of-order sign was posted
- N/A – unable to complete the review

20. Was the hot food case visibly clean with a temperature of 140 degrees Fahrenheit or higher and with at least four food items inside?

- *There must be a minimum of four food items (four of the same item or different items) inside the case.*

- *If no or out of order, upload clear photo(s) showing the issue(s).*

- | | |
|---|---|
| <input type="checkbox"/> Yes | <input type="checkbox"/> Out of order or not turned on and no sign (or a handwritten sign) was posted |
| <input type="checkbox"/> No, there was an issue with cleanliness | <input type="checkbox"/> N/A – no hot food case or a professional out-of-order sign was posted |
| <input type="checkbox"/> No, not at 140 degrees Fahrenheit or higher | <input type="checkbox"/> N/A – unable to complete the review |
| <input type="checkbox"/> No, there were fewer than four food items inside | |
| <input type="checkbox"/> No, more than one issue (cleanliness, stock level, or temperature) | |

21. Were condiments available for the hot foods offered (e.g., ketchup, mustard, mayonnaise, relish)?

- *Condiment selection may vary by location. Answer No if there were empty spaces or missing condiments for the type of hot foods being offered (e.g., ketchup was not available for a hot dog).*

- *If no, upload one clear photo showing the missing condiment(s).*

- | | |
|---|---|
| <input type="checkbox"/> Yes | <input type="checkbox"/> No, more than one condiment out of stock |
| <input type="checkbox"/> No, one condiment out of stock | <input type="checkbox"/> N/A |

22. Was the coffee fresh (not expired), as indicated by a solid white or green light on the machine?

- *This only applies to traditional commercial coffee machines and not Bean to Cup or Cappuccino machines.*
- *If no or out of order, upload one clear photo of the coffee machine lights.*

- | | |
|---|---|
| <input type="checkbox"/> Yes | <input type="checkbox"/> N/A – no coffee machine or a professional out-of-order sign was posted |
| <input type="checkbox"/> No | <input type="checkbox"/> N/A – unable to complete the review |
| <input type="checkbox"/> Out of order or not turned on and no sign (or a handwritten sign) was posted | |

23. Did the Bean to Cup coffee machine appear to be operational, visibly clean, and stocked?

- *If no or out of order, upload clear photo(s) showing the issue(s).*

- | | |
|---|---|
| <input type="checkbox"/> Yes | <input type="checkbox"/> Out of order or not turned on and no sign (or a handwritten sign) was posted |
| <input type="checkbox"/> No, it had an issue with cleanliness | <input type="checkbox"/> N/A – no Bean to Cup coffee machine or a professional out-of-order sign was posted |
| <input type="checkbox"/> No, it was not stocked | <input type="checkbox"/> N/A – unable to complete the review |
| <input type="checkbox"/> No, it was not clean or stocked | |

24. Was the creamiser machine operational, visibly clean, stocked, and not expired?

- *A creamiser machine dispenses coffee creamer. If no or out of order, upload clear photo(s) showing the issue(s).*

- | | |
|--|---|
| <input type="checkbox"/> Yes | <input type="checkbox"/> Out of order or not turned on and no sign (or a handwritten sign) was posted |
| <input type="checkbox"/> No, it had an issue with cleanliness | <input type="checkbox"/> N/A – no creamiser machine or a professional out-of-order sign was posted |
| <input type="checkbox"/> No, it was not stocked | <input type="checkbox"/> N/A – unable to complete the review |
| <input type="checkbox"/> No, it was expired | |
| <input type="checkbox"/> No, more than one issue (cleanliness, stock, or expiration) | |

25. Were the individual coffee creamers and sweeteners fully stocked?

- *Each type of item should have at least one available, no empty spaces. If no, upload one clear photo showing the empty space(s).*

- | | |
|---|------------------------------|
| <input type="checkbox"/> Yes, no empty spaces | <input type="checkbox"/> N/A |
| <input type="checkbox"/> No, one or more empty spaces | |

26. Was the cappuccino machine operational, visibly clean, and stocked with cups, lids, and straws?

- *If no or out of order, upload clear photo(s) showing the issue(s).*

- | | |
|------------------------------|---|
| <input type="checkbox"/> Yes | <input type="checkbox"/> No, it had an issue with cleanliness |
|------------------------------|---|

- No, it was not stocked with cups, lids, and straws
- No, it was not clean or stocked
- Out of order or not turned on and no sign (or a handwritten sign) was posted

- N/A – no cappuccino machine or a professional out-of-order sign was posted
- N/A – unable to complete the review

27. Was the fountain drink machine operational, visibly clean, and stocked with all soda flavors, cups, lids, and straws?

If no or out of order, upload clear photo(s) showing the issue(s).

- Yes
- No, it had an issue with cleanliness
- No, missing 1 or 2 soda flavors
- No, missing 3 or more soda flavors
- No, it was not stocked with cups, lids, and straws

- No, it was not clean or stocked
- Out of order or not turned on and no sign (or a handwritten sign) was posted
- N/A – no fountain drink machine or a professional out-of-order sign was posted
- N/A – unable to complete the review

28. Was the ICEE or Frazil machine operational, visibly clean, and stocked with cups, lids, and straws?

If no or out of order, upload clear photo(s) showing the issue(s).

- Yes
- No, it had an issue with cleanliness
- No, it was not stocked with cups, lids, and straws
- No, it was not clean or stocked

- Out of order or not turned on and no sign (or a handwritten sign) was posted
- N/A – no ICEE or Frazil machine or a professional out-of-order sign was posted
- N/A – unable to complete the review

29. Was fruit available in the fruit basket with the price posted for purchase?

If no, upload one clear photo showing the missing price and/or empty basket.

- Yes
- No, the fruit basket did not have a price
- No, the fruit basket was empty

- No, both empty and no price
- N/A – no fruit basket
- N/A – unable to complete the review

30. Were all food service trash bins at an appropriate level (not overflowing)?

If no, upload one clear photo showing an overflowing trash bin.

- Yes
- No

- N/A – kiosk location
- N/A – unable to complete the review

31. Was the microwave for customer use operational and visibly clean?

If no or out of order, upload one clear photo showing the issue.

- Yes
- No, issue with cleanliness
- Out of order or not turned on and no sign (or a handwritten sign) was posted

- N/A – no microwave or a professional out-of-order sign was posted
- N/A – unable to complete the review

32. Was the restroom clean and stocked with all fixtures in working order?

If no or out of order, upload clear photo(s) showing the restroom issue(s).

- Yes
- No
- Out of order and no sign (or a handwritten sign) was posted

- N/A – no restroom or a professional out-of-order sign was posted
- N/A – unable to complete the review

33. If no, select all that apply:

- No toilet paper
- No soap

- No paper towels (or hand dryer)
- Sink, mirror, or toilet was dirty
- Floor was dirty
- Graffiti or damage was visible
- Trash can was overflowing

- Light fixture was burned out
- Light fixture was missing one or more bulbs
- Sink, toilet, or other fixture was out of order or in need of repair
- N/A

Exterior and Fueling Experience

34. Was the building free of any graffiti?

If no, upload one clear photo showing the graffiti.

- Yes
- No
- N/A – unable to complete the review

35. Were the store windows clean and free of handwritten or unauthorized signage?

There should be no handwritten signs on the window. The only professional signs allowed are those shown in your site review checklist. If no, upload one clear photo showing the handwritten and/or unauthorized signage.

- Yes
- No, handwritten signs posted
- No, unauthorized signs posted
- No, both handwritten and unauthorized signs posted
- N/A – unable to complete the review

36. Did the fuel price signs appear visibly clean (not faded or damaged) and free of burned-out LED/bulbs or missing tile digits?

If no, upload one clear photo of the fuel sign(s) showing the issue(s).

- Yes
- No
- N/A – unable to complete the review

37. If no, select all that apply:

- Fuel sign appeared dirty
- Fuel sign appeared faded
- Fuel sign appeared damaged
- Fuel sign had one or more burned-out lights
- Fuel sign had one or more missing tile digits
- N/A

38. Were the fuel price signs obstructed by trees or plants?

If yes, upload one clear photo showing how the fuel price sign was obstructed.

- Yes
- No
- N/A – unable to complete the review

39. Did the prices on the fuel price signs match the prices at the pumps?

If no, upload two clear photos showing the fuel price sign and the price at the pump that did not match.

- Yes
- No
- N/A – unable to complete the review

40. Were hologram stickers and security seals available on each card reader at the pumps?

If no, upload clear photo(s) showing card reader(s) without a hologram and/or security seal.

- Yes, both
- No, hologram stickers but not security seals
- No, security seals but not hologram stickers
- No, neither
- N/A – unable to complete the review

41. Were the bumper poles around the fuel pump area in good condition and not damaged?

Bumper poles should appear fresh. Answer Yes if there were only small or minor scuffs or dirt/grime. Answer No if there were large scuffs, or the poles appeared very dirty/grimy.

If no, upload one clear photo of a bumper pole that was excessively damaged and/or dirty.

- Yes
- No
- N/A – unable to complete the review

42. Were the fuel dispensers (pump and handle) free of excessive dirt, oil stains, or graffiti?

If no, upload clear photo(s) showing fuel dispenser(s) that had excessive dirt, oil stains, or graffiti.

Yes N/A – unable to complete the review

No

43. Were window washing units available with clean water, a usable squeegee, and paper towels for customers to wash their windows?

If no, upload one clear photo showing an empty paper towel holder or bin with no squeegee or clean window washing fluid.

Yes N/A – unable to complete the review

No

44. Were the exterior trash cans at the pumps and store entrance clean and not overflowing?

If no, upload clear photo(s) showing the issue(s).

Yes No, not clean and overflowing

No, clean but overflowing

N/A – unable to complete the review

No, overflowing but clean

45. Was the parking lot free of excessive fuel or oil spills/stains?

This refers to the entire pavement area (customer parking + sidewalk + fuel pad).

Answer Yes if only normal light staining was present. Answer No if there was excessive staining on the concrete.

If no, upload one clear photo showing an excessive fuel or oil spill/stain.

Yes N/A – unable to complete the review

No

46. Was the parking lot free of trash?

This refers to the entire pavement area (customer parking + sidewalk + fuel pad). Do not include trash in the landscaping.

If no, upload clear photo(s) showing paved area(s) with trash.

Yes No, a lot of trash was present

No, only a few pieces of trash were present

N/A – unable to complete the review

47. Was the pavement free of large potholes, cracks, or other tripping hazards?

If no, upload one clear photo showing the largest pothole, crack, or other tripping hazard.

Yes N/A – unable to complete the review

No

48. Was the landscaping free of excessive trash?

Answer based on the landscaped areas only (do not include trash on the pavement). If no, upload clear photo(s) showing landscaped area(s) with trash.

Yes No, a lot of trash was present

No, only a few pieces of trash were present

N/A – unable to complete the review

49. Was the landscaping (grass, trees, and plants) free of weeds or dead foliage and not overgrown?

If no, upload clear photo(s) showing area(s) with weeds/dead foliage or overgrowth.

Yes No, excessive issues with weeds or dead

No, minimal issues with weeds or dead foliage and overgrowth

N/A – unable to complete the review

50. Were there any loiterers or panhandlers present on store property?

Yes No

[] N/A – unable to complete the review

51. Additional comments:

Explain anything about your experience you feel G&M Oil should know. If you weren't able to complete the review or you had to return later to complete it, explain why and include the exact dates/times of all review attempts. Enter N/A if you have no additional comments.

52. What date did you make your purchase?

Required format: 7/20/2024 or N/A if a purchase was not made

53. What date did you successfully complete the site review, or what date did you last attempt to complete the site review (if ultimately unsuccessful)?

Required format: 7/20/2024

54. Upload the receipt for your purchase:

END OF QUESTIONNAIRE