

WALMART

FINANCIAL TRANSFER MYSTERY SHOP

INSTRUCTIONS

QUESTIONNAIRE

Part 1: You will complete a \$10 money transfer using MoneyGram at the assigned Walmart location, then present a complaint scenario. You will be reimbursed for the transfer. The goal is to evaluate the customer service received.

Before You Begin

- Review your shop confirmation
- Prepare your scenario & review the shop steps
- Ensure you have the available upfront funds
- Call to confirm the money center hours
- Review photo & receipt requirements

Don't Forget!

- Arrive at least 1 hour before closing
- Use MoneyGram to complete \$10 transfer
- Present a valid complaint after transfer
- Upload all required photos
- Upload a valid receipt



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 transaction receipt to upload with your report. Review the requirements outlined below to ensure you upload a valid image. Your receipt photos must clearly show the tracking/reference number.
- 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 QA 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 Walmart or any money transfer service/company.
- Children are not allowed to accompany you on this shop.
- You must bring a valid ID (driver's license) with you, that shows a valid street address. If you have a PO Box noted on your driver's license, you are NOT eligible to complete this shop, and should contact your scheduler to cancel.
- Failure to follow the shop specifications outlined in this document may result in cancellation and non-payment.



Understanding Your Shop

- You must use the assigned money transfer service to complete that step of the shop. For this shop, the assigned money transfer service is **MoneyGram**.
- You must have at least \$17 in upfront funds—either cash or available funds on a debit card (\$10 for the transfer amount, and \$7 for the transfer fees).
 - You must transfer at least \$10, but do not transfer more than that unless your recipient actually plans on picking it up and returning the extra funds to you. CX Group will only reimburse up to \$10 for the amount transferred.
 - Transfer fees vary by location but should not exceed \$7. CX Group will reimburse these fees. If the transfer fees exceed \$7, note in your survey and make sure the amount is detailed on your receipt.
 - You may be refunded by Walmart as part of the resolution to your complaint/scenario. If you are refunded, you will not also be reimbursed by CX Group.
- You will transfer the money to a friend or family member at a different Walmart location, however it is NOT required that they pick it up. If they choose to pick up the money they can keep it. This pickup process is optional and will not be evaluated.
- You will walk around the store or wait in your vehicle for 10-20 minutes before returning to the money center to present your complaint. Select a complaint scenario from the options below.



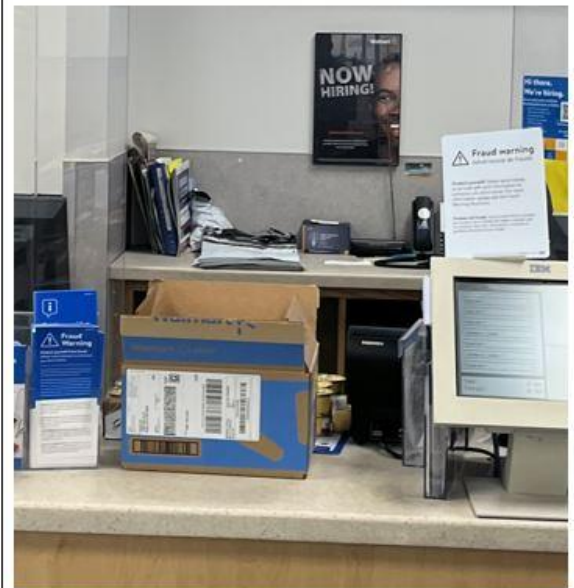
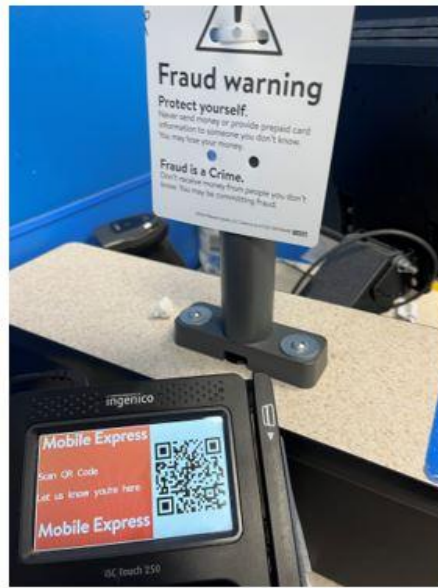
Shop Instructions

Step #1: Arrive at your assigned Walmart location, proceed to the money center, and complete the money transfer.

- The money center at most locations will be open standard business hours. Look up the specific hours for the money center at your assigned location in advance—you must arrive when they are open and staffed, and at least 1 hour prior to closing.
- Proceed to the money center upon arrival to the store. If you cannot locate the money center or your assigned location doesn't have one, go to the service desk.
- Note how many associates and customers are present at the money center/service desk.
- Tell the associate you would like to make a money transfer. Evaluate if you are offered different options/services, then tell them you would like to send the transfer via **MoneyGram**.
- When sending the money, you will be asked where you are sending the money to. You will need to reply with a city and state.
- You must send the money to a different Walmart location (i.e., any Walmart except your assigned location).
- If your friend or family member is planning to actually pick up the money, make sure you reply with the city and state of the Walmart where they are located.
- When indicating who you are sending the money to, make sure you provide their name EXACTLY as it shows on their ID (e.g., if their state ID has their first, middle, and last name, you must provide that when you send the money).
- Evaluate if the associate asks for your ID. You must provide your valid ID if asked.

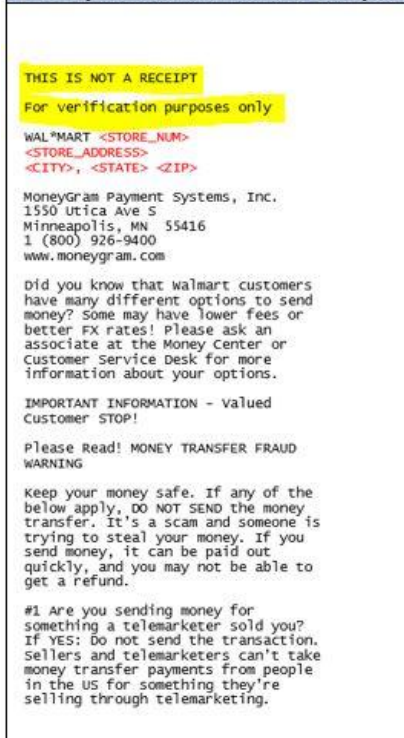
- Note if there is a fraud warning sign at the money center/service desk. Take photos of the desk and signage.

Fraud Warning and Additional Location Signage Examples:



- Evaluate if you are required to respond to a question on the pin pad about telemarketing. If a prompt pops up, you will need to agree that you are not sending money to pay for anything a telemarketer told you.
- Note if the associate provides you with a pre-payment disclosure. The pre-payment disclosure will look similar to a receipt, BUT is not an actual receipt and is completely separate.

Pre-Payment Disclosure Photo Example:



- Obtain the associate's name.
 - If the associate does not proactively provide you with their name, is not wearing a name tag, or their name is not on the receipt, you DO NOT need to ask for their name. Provide a physical description.

- Optional: Once you have received confirmation from the associate that your money has been sent, send a photo of your receipt to your friend/family member who will be receiving the money, if they are planning to pick it up.
 - The receipt image must clearly show the reference/tracking number to allow them to pick up the money.
 - Your friend/family member does not need to pick up the money same-day, or even at all. If they choose to pick it up, please note it may take 10-20 minutes from the time the money is sent until they can receive the funds at their Walmart location.

Step #2: Return to the money center after 10-20 minutes and present a complaint.

- Take photos of your receipt BEFORE you present your complaint. In rare instances, the associate may keep your receipt during the complaint process.
- Walk around the store or wait in your vehicle for 10-20 minutes, then return to the money center/service desk to present one of these complaints:
 - I was charged the wrong amount during the money transfer send.
 - The receiver was not able to pick up the money by the date/time it should have been available.
 - The receiver did not get the correct amount.
- Note how many associates and customers are present at the money center/service desk.
- Note if there is a fraud warning sign present at the money center/service desk.
- Evaluate if the associate asks for your ID. You must provide your valid ID if asked.
- Evaluate if the associate asks for the tracking/reference number.
- Be professional and polite when presenting your complaint and responding to any questions. The goal is to evaluate how the associate tries to help you.
- Evaluate if the associate provides you with an error resolution or cancellation form on an 8.5" x 11" piece of paper.
 - Do not complete the form (neither while onsite nor after your visit), simply indicate in your survey whether or not the associate provided the form.
- Note if you are refunded as part of the complaint resolution. (Do not push for a refund, simply evaluate whether or not this is part of the associate's resolution process.)
- If you are refunded, the transfer may be cancelled. This is OK—please explain in your shop narrative.
- Obtain the associate's name.
 - If the associate does not proactively provide you with their name, is not wearing a name tag, or their name is not on the receipt, you DO NOT need to ask for their name. Provide a physical description.
- Please note that your survey form will include a section for Gift Card Experience. Your assigned location does NOT include this evaluation. When filling out your survey, select “No” for the questions in that section. If you are prompted to upload photos, upload your photo of the money transfer desk to be able to bypass those questions and submit the survey.



Photo & Receipt Requirements

MONEY TRANSFER DESK:

- Take at least one (1) photo of the money transfer desk.

FRAUD WARNING SIGN:

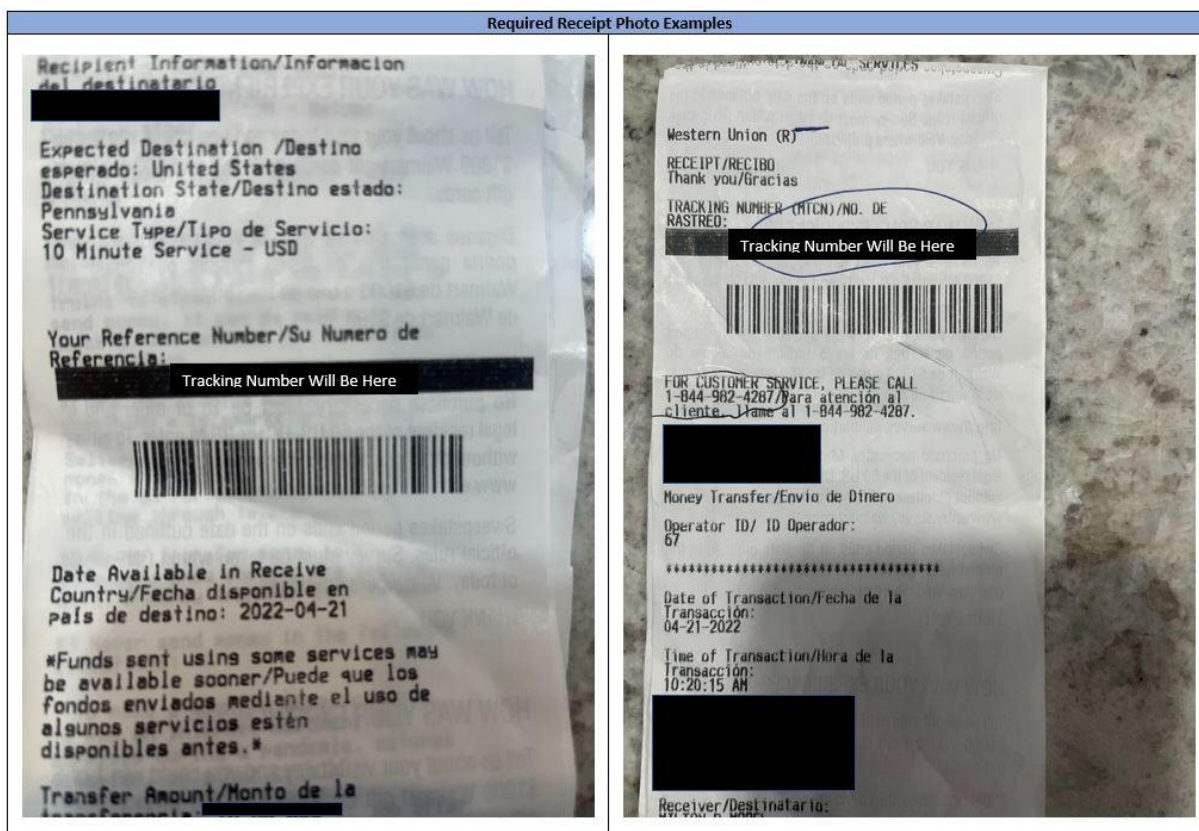
- Take at least one (1) photo of the fraud warning sign present (if applicable).
- Take at least one (1) photo of any other signage/materials if present (e.g., fraud warning brochures, etc.).

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.

TRANSACTION RECEIPT:

- Take at least one (1) photo of your transaction receipt. Note that the receipts for this shop will be long and may require multiple photos to show all the information.
- Take your receipt photos before presenting your complaint, in the rare case that the associate keeps your receipt as part of the complaint response.
- **Your receipt photos must include at least one (1) clear photo of the tracking/reference number.**
- You will also need to provide the tracking/reference number in your survey. Make sure you input this number EXACTLY as seen on your receipt, OMITTING any dashes or spaces.
- Write the shop number for this shop 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.
- Be sure to write the shop number in white space that does not obstruct any of the receipt information.
- Check your receipt photos prior to upload to ensure the images are 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:

Visit Details

1. Select your assigned money transfer service:

Select the money transfer service that aligns with your assigned scenario.

- MoneyGram
- Ria
- Western Union

2. Select your assigned gift card type:

Select the gift card type that aligns with your assigned scenario.

- Walmart - GC1
- Restaurant - GC2
- Money Card - GC3
- Gaming - GC4

3. Did you receive a refund?

- Yes
- No

4. If yes, indicate how much was refunded:

Format response as xx.xx (e.g., 10.00 for \$10). Do not enter a \$ sign.

5. Were you able to complete the SENDING MONEY portion of this shop?

- Yes
- No

6. Were you able to complete the REFUND/COMPLAINT portion of this shop?

- Yes
- No

7. If no, indicate why you were unable to complete all stages of this shop:

Select all that apply.

- System Outage
- Transfer Issue (informed transfer could not be processed, assigned transfer method not available, etc.)
- No Staff/Location Closed
- Other
- N/A - all stages of shop completed

8. If other, explain:

9. If no, explain in detail why you were unable to complete all stages of this shop:

If you were unable to complete the sending money or complaint portion of the shop, explain why. You must enter between 75 and 1500 characters.

Sending Money

10. Were you able to complete the SENDING MONEY portion of this shop?

Yes

No

11. Indicate the name of the Sending Money Associate:

12. Indicate the approximate age of the Sending Money Associate:

20 or less

41 - 45

21 - 25

46 - 50

26 - 30

51 - 55

31 - 35

56 or older

36 - 40

13. Indicate the gender of the Sending Money Associate:

Male

Female

Prefer not to answer

14. Was the Sending Money Associate wearing glasses?

Yes

No

15. Indicate the hair color of the Sending Money Associate:

Auburn/Red

Brown

Green/Blue/Purple

Dark Brown

Black

Gray/White

Blonde

Shaved/Bald

Light Brown

16. Indicate the hair length of the Sending Money Associate:

Short

Ear Length

Shoulder/Collar

Mid-Back

Long

Pulled Back/Up

Shaved/Bald

17. Indicate the approximate height of the Sending Money Associate:

5' or less

5'10"

5'1"

5'11"

5'2" - 5'3"

6' - 6'1"

5'4" - 5'5"

6'2" - 6'3"

5'6" - 5'7"

6'4" plus

5'8" - 5'9"

18. Indicate the apparent race of the Sending Money 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 | |

19. Date money transfer request was submitted:

Format response as MM/DD/YYYY

20. Time money transfer request was submitted:

Format response as hh:mm AM/PM

21. How many associates were visible at the register when you entered the line?

Format response as a whole number (e.g., 2)

22. How many customers were visible at the counter when you entered the line?

Format response as a whole number (e.g., 2)

23. How long did you wait in line before being assisted?

Format response as MM:SS (e.g., 05:30 for 5 minutes 30 seconds)

24. Indicate the reference number/tracking number provided on your receipt:

Input the reference/tracking number EXACTLY as shown on your receipt, OMITTING any dashes or spaces.

25. Counter was clean, free of debris, and organized

- Yes (10 points)
 No (0 points)

26. Was the associate pleasant and helpful?

- Yes (10 points)
 No (0 points)

27. Was the fraud warning sign visible at the register?

- Yes (10 points)
 No (0 points)

28. Were you provided with different options for sending money?

Allow opportunity for the associate to offer different options/services, then tell them you would like to send the money via your assigned transfer service.

- Yes (10 points)
 No (0 points)

29. Were you asked for your ID prior to being able to send the money?

- Yes (10 points)
 No (0 points)

30. Were you required to respond to a question on the pin pad about telemarketing?

- Yes (10 points)
 No (0 points)

31. Were you provided with a pre-payment disclosure to review for accuracy prior to providing payment? Yes (10 points) No (0 points)**32. Were you required to provide your signature for the transaction?** Yes (10 points) No (0 points)**33. If yes, was this on the pin pad or a paper receipt?***Refers to where you were asked to provide your signature.* Pin Pad Paper Receipt**34. If applicable, was cash counted for accuracy during transaction?***Select N/A - used electronic payment if you did not use cash.* Yes (10 points) No (0 points) N/A - used electronic payment**35. Do you have photos of the money transfer desk and signage?***Select Yes and then upload your photos. Photos must show the money transfer desk and any signage that was visible during your visit.* Yes No**36. Sending Money Supporting Narrative:***Explain the responses you selected for the Sending Money questions. Be sure to explain ALL responses of less than full point value. You must enter between 75 and 2000 characters.***Refund/Complaint****37. Were you able to complete the REFUND/COMPLAINT portion of this shop?** Yes No**38. Indicate the name of the Refund/Complaint Associate:****39. Indicate the approximate age of the Refund/Complaint Associate:** 20 or less 41 - 45 21 - 25 46 - 50 26 - 30 51 - 55 31 - 35 56 or older 36 - 40**40. Indicate the gender of the Refund/Complaint Associate:** Male Female Prefer not to answer**41. Was the Refund/Complaint Associate wearing glasses?** Yes No

42. Indicate the hair color of the Refund/Complaint 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 | |

43. Indicate the hair length of the Refund/Complaint Associate:

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

44. Indicate the approximate height of the Refund/Complaint 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" | |

45. Indicate the apparent race of the Refund/Complaint 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 | |

46. Which refund/complaint scenario did you present to the associate?

- I was charged the wrong amount during the money transfer send.
- Receiver was not able to pick up funds by the available date/time.
- Receiver did not get the correct amount.

47. Date of refund request/complaint:

Format response as MM/DD/YYYY

48. Time of refund request/complaint:

Format response as hh:mm AM/PM

49. How many associates were visible at the register when you entered the line?

Format response as a whole number (e.g., 2)

50. How many customers were visible at the counter when you entered the line?

Format response as a whole number (e.g., 2)

51. How long did you wait in line before being assisted?

Format response as mm:ss (e.g., 05:30 for 5 minutes 30 seconds)

52. Counter was clean, free of debris, and organized Yes (10 points) No (0 points)**53. Was the associate pleasant and helpful?** Yes (10 points) No (0 points)**54. Was the fraud warning sign visible at the register?** Yes (10 points) No (0 points)**55. Were you asked for your ID while submitting your refund request/complaint?** Yes (10 points) No (0 points)**56. Did the associate request the reference number/tracking number or receipt?**

Remember to take your receipt photos BEFORE presenting your complaint, in the rare case that the associate keeps your receipt as part of the complaint response.

 Yes (10 points) No (0 points)**57. Did the associate try to help you to your satisfaction?** Yes (10 points) No (0 points)**58. Did the associate provide you with an error resolution or cancellation form on an 8.5" x 11" piece of paper?**

Select Yes or No if you were assigned a MoneyGram or Ria shop. Select N/A if you were assigned a Western Union shop.

 Yes (10 points) No (0 points) N/A - not a MoneyGram or Ria shop**59. Did the associate provide you with an error resolution or cancellation form on your receipt?**

Select Yes or No if you were assigned a Western Union shop. Select N/A if you were assigned a MoneyGram or Ria shop.

 Yes (10 points) No (0 points) N/A - not a Western Union shop**60. Refund/Complaint Supporting Narrative:**

Explain the responses you selected for the Refund/Complaint questions. Be sure to explain ALL responses of less than full point value. You must enter between 75 and 2000 characters.

Overall Impression**61. How would you rate your overall experience at this location?** 0 6 1 7 2 8 3 9 4 10 5

62. Based on your experience, how likely are you to RETURN to this location for future money transfer needs?

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

63. Based on your experience, how likely would you be to RECOMMEND this location to others for future money transfer needs?

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

64. Based on this ONE experience, how do you feel this establishment compares to its competition?

- Much Better
- Somewhat Better
- Same
- Somewhat Worse
- Much Worse

65. Indicate whom you consider to be this location's competition:

66. Indicate any area of opportunity that will allow this location to better serve you:

67. Indicate anything that you experienced that made the experience abnormally unique and/or staff went above and beyond:

68. 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 75 and 2000 characters.

Gift Card Experience

****Your assigned location does NOT include the Gift Card Experience evaluation. Select "No" for the questions in this section. If you are prompted to upload photos, upload your photo of the money transfer desk in those upload spaces to be able to bypass those questions and submit the survey.****

69. Do you have a photo of the gift card display where you located the gift cards in the store?

Select Yes and then upload your photos of the gift card display.

- Yes
- No

70. Do you have photos of the gift cards you attempted to purchase?

Select Yes and then upload your photos of the specific gift cards you attempted to purchase. Photos must clearly show the type of gift cards and amount (e.g., the full face/front of each card).

- Yes
- No

71. Did the prompt ("fraud protection" OR "associate is on the way") show up on the self-checkout screen after you scanned the gift cards?

Scanning some cards will trigger the fraud protection prompt, and scanning other cards will trigger the associate is on the way prompt. Select Yes if you receive either prompt.

Yes (10 points)

No (0 points)

72. Do you have a photo of the prompt ("fraud protection" OR "associate is on the way")?

Select Yes and then upload your photo of the purchase screen prompt (fraud protection or associate is on the way). If you did not receive a prompt, upload a photo of what the screen looked like when you scanned the cards.

Yes

No

73. Indicate if an associate assisted you:

Yes

No

74. Gift Card Experience Supporting Narrative:

Explain the responses you selected for the Gift Card Experience questions. Be sure to explain ALL responses of less than full point value. You must enter between 75 and 2000 characters.

Shop Validation**75. Do you have a receipt?**

Select Yes then upload your receipt. Make sure the image is clear and not blurry. The receipts for this shop will be long. Upload multiple images if the full receipt does not fit in one picture. The reference number/tracking number MUST be clearly visible.

Yes

No

76. 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.

77. Did you take a location exterior selfie photo?

Select Yes then upload your location exterior selfie.

Yes

No

78. If you did not take a location exterior selfie photo, explain why:

Enter N/A if you uploaded your selfie.

END OF QUESTIONNAIRE