

Project IDs:

- 963: Visit
- 964: Phone & Web

Questionnaire IDs:

- QID 1939: Visit
 - Shopper will visit the assigned bank location, present a general need scenario, and ask a question. They will evaluate the customer service received by the bank associate(s) and their overall experience at the location.
- QID 1940: Phone
 - Shopper will call the assigned bank location, present a general need scenario, and ask a question. They will evaluate the customer service received by the bank associate and their overall experience.
- QID 1943: Web
 - Shopper will submit a web inquiry to the bank, in which they will present a general need scenario and ask a question. They will evaluate all responses received via phone call, email, and text message within 24 hours.

ISSUE	ACTION
Went wrong day	Escalate to see if the shop can be rescheduled.
Wrong location	Escalate to see if open shop at location shopper went to. If no, cancel.
Wrong shop type	Escalate to see if open shop type for what the shopper completed. If no, cancel.
Did not arrive/call at least 1 hour prior to closing	If scoring was not affected and the interaction not rushed, OK to use with a warning. If scoring was affected or the interaction was rushed, escalate for review, and the shop will likely cancel.
Brought a child	OK if interaction was not affected. Escalate if scoring was affected.
Did not present the correct scenario	Escalate any questionable scenarios for review.

ISSUE	ACTION
No name for associate	<p>Name of bank associate is required.</p> <p>If the shopper did not ask/obtain, escalate to cancel. If shopper asked but associate would not provide, escalate for review.</p>
No description for associate	<p>Associate description is required. Contact shopper for description.</p>
Did not ask a knowledge question	<p>Review the narrative to see if a question can be formed. If the associate provided information related to the shopper’s scenario, OK to form a question out of their scenario and use with coaching.</p> <p>Escalate if there is nothing usable in the narrative and the shopper confirms they did not ask any questions. Shop will cancel if upon further review a question cannot be formed from the narrative/details.</p>
Did not take required photos or screenshots	<p>The shopper is required to provide the following photos in the survey form:</p> <ul style="list-style-type: none"> • Visit: <ul style="list-style-type: none"> ○ Business card or other documentation ○ Location exterior selfie ○ <i>OK to use with coaching as long as shop can be validated with one or the other</i> • Phone: <ul style="list-style-type: none"> ○ Screenshots of call log ○ <i>Cancel if shopper cannot provide</i> • Web: <ul style="list-style-type: none"> ○ Screenshot of web inquiry confirmation ○ Screenshots of all text messages received, if applicable ○ Screenshots of all emails received, if applicable ○ <i>OK to use with coaching as long as shop can be validated (e.g., if missing confirmation screenshot but follow-up indicates correct scenario presented, OK)</i>
Web survey was submitted too soon—shopper reported no follow-up received	<p>Check the survey posted date against the shop date. Shopper is to wait 24 hours for follow-up communication. If survey was submitted too soon, contact the shopper to see if follow-up was received and add details to survey.</p>

FIRST NATIONAL BANK EDITING GUIDE

Updated 12/15/2025

ISSUE	ACTION
Minimal or generic narrative	Contact shopper to obtain additional information. Escalate if additional information is not provided.
Fraud Prevention	Shopper must write shop number on receipt and provide a location selfie. If missing shop number and/or selfie, but survey and photos look valid/acceptable and shopper not previously coached, warn shopper that future shops without required documentation will not be accepted.

Location Information

- For phone shops, you will need to check that the shopper called the correct location by verifying that the number in their call log screenshot matches the number for the assigned location. Use the table below to identify the assigned location's phone number.

Location ID	Location Name	Address	City	State	Zip	Phone Number
4351504	First National Bank - Downtown Paragould	200 West Court Street	Paragould	AR	72450	(870) 215-4000
4351505	First National Bank - Bentonville	300 SE Walton Blvd	Bentonville	AR	72712	(479) 631-8888
4351506	First National Bank - Fayetteville	2691 E. Mission Blvd	Fayetteville	AR	72703	(479) 443-3622
4351507	First National Bank - Springdale	1950 S. Pleasant Street	Springdale	AR	72764	(479) 750-3620
4351508	First National Bank - Johnson	4000 E Johnson Mill Blvd	Johnson	AR	72762	(479) 443-3623
4351509	First National Bank - Capitol Little Rock	300 W. Capitol Avenue	Little Rock	AR	72201	(501) 370-4400
4351510	First National Bank - Rodney Parham Little Rock	11101 Rodney Parham	Little Rock	AR	72212	(501) 370-4400
4351511	First National Bank - Kavanaugh Little Rock	5601 Kavanaugh Blvd	Little Rock	AR	72207	(501) 370-4400
4351512	First National Bank - Chenal Little Rock	15721 Chenal Parkway	Little Rock	AR	72211	(501) 370-4400
4351513	First National Bank - Med Towers Little Rock	9601 Baptist Health Dr Ste 103	Little Rock	AR	72205	(501) 370-4400
4351514	First National Bank - Elk Park Jonesboro	912 Southwest Drive	Jonesboro	AR	72401	(870) 974-9800
4351515	First National Bank - Lakewood North Little Rock	4845 North Hills Blvd	North Little Rock	AR	72116	(501) 370-4400
4351516	First National Bank - Hartsville	100 McMurry Blvd	Hartsville	TN	37074	(615) 374-2265
4351517	First National Bank - Gallatin	150 West Main Street	Gallatin	TN	37066	(615) 206-1748
4351518	First National Bank - Hendersonville	100 Cinema Drive	Hendersonville	TN	37075	(615) 808-5000
4351519	First National Bank - Corning	612 North Missouri	Corning	AR	72422	(870) 857-3592
4351520	First National Bank - Reynolds Road Paragould	2701 W. Kingshighway	Paragould	AR	72450	(870) 215-4000
4351521	First National Bank - Hilltop Jonesboro	3500 E. Johnson Avenue	Jonesboro	AR	72405	(870) 974-9800
4351522	First National Bank - Highland Jonesboro	2701 E. Highland Drive	Jonesboro	AR	72401	(870) 974-9800
4351523	First National Bank - Piggott	635 E. Main Street	Piggott	AR	72454	(870) 598-1362
4351524	First National Bank - Heber Springs	1324 Highway 25 B North	Heber Springs	AR	72543	(501) 362-2362
4351525	First National Bank - Rogers	3701 South Pinnacle	Rogers	AR	72758	(479) 631-8888