

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!

- Wait to be approached by an associate
- Present your scenario to an associate
- Take all necessary photos (3-6 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.
 3. **Current promotions:** Ask an associate about the current promotions.
- Wait to be approached by an associate.
 - Stay visible in the main aisles while browsing; do not hide along the back walls.
- When offered assistance, present your chosen scenario.
 - If not offered assistance after what you deem is a reasonable amount of time, approach an associate and present your chosen scenario.
 - Do not leave without presenting your scenario to an associate.

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 you walk in)



Seasonal area – wide-angle shot

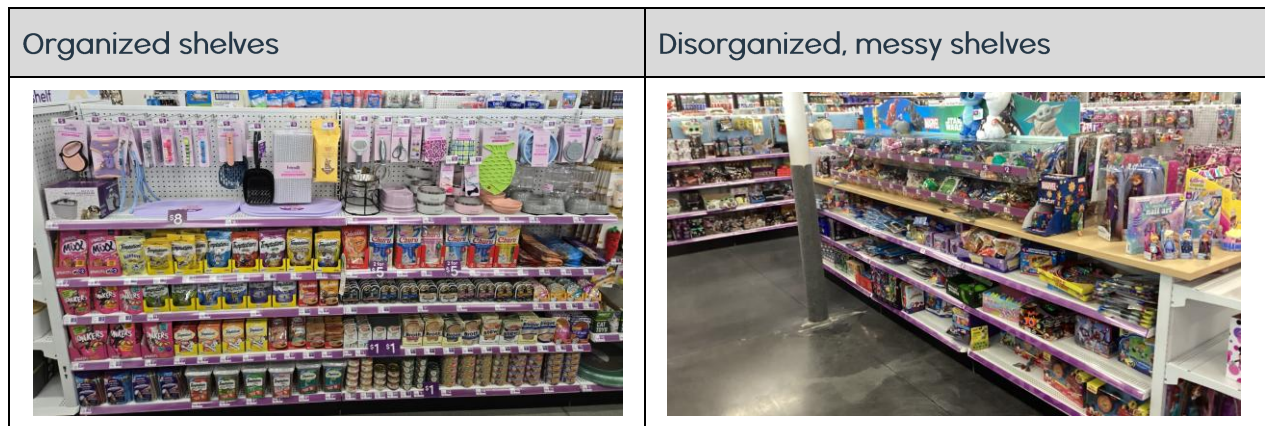


Register area – wide-angle shot



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

- **Observation #1 – Cleanliness & 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.



- **Observation #2 – Stock:** Check all areas of the store for any completely empty shelves or multiple shelves with insufficient stock.
- **Observation #3 – Pricing:** Price tags and signs must be present in some form, in good repair, and up to date. Choose any three items in the Home or Beauty departments, and 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.
- **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.

Step #4: Pay for any item using self-checkout or a staffed register

- Self-checkout registers accept credit cards only. If paying with cash, you'll need associate assistance to make payment and receive change.
- Listen for an associate to ask you about the pOpshelf perks rewards program. This may occur at any point during your visit.
- Confirm if the checkout area is clean and organized.
- Get a receipt from the register, or ask an associate for a receipt.



QUESTIONNAIRE

Shop date:

Start time:

End time:

Store Appearance

1. How satisfied were you with overall store appearance (clean, inviting, and well organized)?

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

Highly satisfied

Dissatisfied

Satisfied

Highly dissatisfied

Neutral

2. If not highly satisfied, which areas of the store had issues with cleanliness or organization, and what issues were noted?

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

3. How satisfied were you with the stock levels in the store?

Check all areas of the store for any completely empty shelves or multiple shelves with insufficient stock.

Highly satisfied

Dissatisfied

Satisfied

Highly dissatisfied

Neutral

4. If not highly satisfied, which areas of the store had issues with stock levels, and what was noted?

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

5. Pick up any 3 items from the home or beauty departments. Did these items have clearly marked price information on shelf, packaging, sign, or peg?

Pick up any three items from the home or beauty departments to check for pricing. Pricing can be one of four different types for a Yes: 1) Look for stickers (pick up product and look on bottom for pricing sticker), 2) whole-shelf tags, 3) standing price labels on table displays, and 4) 3x3 cards with pricing. Answer No ONLY if you observed pricing that was completely missing in any of these four forms or that was altered, damaged, or misaligned to the correct item.

Yes

No

6. If no, what pricing issues were noted?

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

Associate Interaction

7. How many minutes did you browse before you were greeted or acknowledged (nod, smile, wave) by an associate?

Up to 1 minute

3:01-5 minutes

1:01-2 minutes

More than 5 minutes

2:01-3 minutes

8. How did you feel about the time that elapsed before you were greeted or acknowledged

(nod, smile, wave) by an associate?

- Highly satisfied
 Satisfied
 Neutral

- Dissatisfied
 Highly dissatisfied

9. How would you describe the service provided by the associate who primarily assisted you?

Answer based on your interaction with the associate you presented your scenario to. How did you feel about the interaction when it was over?

- Empathetic and caring (engaging, friendly, not rushed)
 Operational (polite but robotic, just going through the motions)

- Disinterested (indifferent, not engaging, distracted)
 Poor (unhelpful, unkind, or rude)

10. 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.

11. Were you informed about the pOpshelf perks loyalty program at any point?

- Yes, an associate told me about it
 Yes, saw signage and was told about it

- No, was not told about it

Checkout

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

Upload your photo of the register area.

- Yes

- No

13. Was an associate available for assistance when needed?

Answer Yes if you or another customer did or could have easily gotten assistance at any point during your shopping experience (either on the sales floor or at checkout). Associates are not required to stand at the cash registers.

- Yes

- No

14. If no, please explain:

Overall Impression

15. How satisfied were you with your pOpshelf visit?

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

- Highly satisfied
 Satisfied
 Neutral

- Dissatisfied
 Highly dissatisfied

16. How satisfied were you with the competitiveness of pOpshelf's prices?

- Highly satisfied
 Satisfied
 Neutral

- Dissatisfied
 Highly dissatisfied

17. How would you rate the relationship between the merchandise quality and its price point?

- Quality was higher than the price
 Quality matched the price

- Quality was lower than the price

18. 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
- 9
- 8
- 7
- 6
- 5

- 4
- 3
- 2
- 1
- 0

19. Overall visit comments:

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

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

21. 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.

22. 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.

23. 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

24. Weekpart:

Weekday

Weekend

25. Upload the receipt for your purchase:

END OF QUESTIONNAIRE