

SUMMIT RETAIL SOLUTIONS

SMART FRUIT SAMPLE SHOW AUDIT

INSTRUCTIONS • QUESTIONNAIRE

You will visit the assigned Costco/Sam's Club store and locate the Smart Fruit display and Smart Fruit representative. The display may also be referred to as a sample station or roadshow. You must have an active Costco/Sam's Club membership to complete this shop. You will thoroughly evaluate the appearance and presentation of the representative. You will also thoroughly evaluate the sample station display and discreetly take



Before You Begin

- Review your shop confirmation
- Know your scenario
- Know your assigned location & timeframe
- Plan ahead—must go on assigned shop date
- Review photo requirements



Don't Forget!

- Follow instructions for locating display
- Fully evaluate representative & display
- Obtain the name of the representative
- Observe display & take specific photos
- Submit survey same-day by 9PM EST



General Requirements

- **Submission Deadline: 9:00 PM EST the same day of 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.
- Take a selfie photo for shop validation (this is 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 Quality Assurance 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 Costco, Sam's Club, or Smart Fruit.
- Children are not allowed to accompany you on this shop.
- You must have an active Costco/Sam's Club membership to complete this shop. If you are not an active Costco/Sam's Club member, contact your scheduler immediately to cancel this shop.
- Failure to follow the specifications for this project as outlined in this document may result in shop cancellation and non-payment.

- **The client is able to verify staff activity and sales during your assigned shop time! All information reported in your survey form must be accurate.**



About the Client

- Smart Fruit is a smoothie company with pop-up displays located in Costco/Sam's Club stores. They offer natural fruit and vegetable smoothie products designed to make it easier for consumers to be more nutritious at home.
- Visit the Smart Fruit website to learn more about their products and brand: smartfruit.com.



Shop Instructions

Step #1: Arrive at the assigned location and locate the Smart Fruit display.

- You must go on your assigned shop date.
 - If you are assigned a specific timeframe, you must arrive at least 30 minutes before the end of your assigned timeframe. If you arrive too late, you may not be able to complete the full shop within the timeframe.
 - If you are not assigned a specific timeframe, call or look online to verify store hours and arrive at least 1 hour prior to closing time.
- Walk the store upon arrival to see if you can find the Smart Fruit display on your own.
 - If you cannot find the Smart Fruit display after browsing the store for at least 20 minutes, go to customer service and ask if there is a Smart Fruit display or sample station.
- If a representative is not there when you locate the Smart Fruit display:
 - Verify if a "Break" sign is visible. The sign might say "On Break," "Be Back Soon," or something similar. Any of these count as a "Break" sign.
 - Browse the store for at least 20 minutes to give them time to return to the display. You can also use this time to discreetly take the required photos of the display. If the representative does not return, go to customer service and ask for the Smart Fruit representative to be paged, then wait for the representative to come and assist you.
 - If there is a time indicated when the representative will return, and it is reasonable/within 20 minutes, you must wait (e.g., do not leave at 11:55 if the break sign indicates the representative will be back at 12:00—wait an extra 5-7 minutes to allow them time to return).
- If you must go to customer service, be sure to do this before the end of your assigned timeframe.
- If you are told by customer service there is no display and/or no representative is present at the store that day, include all details in your shop narrative.

Step #2: Thoroughly evaluate the Smart Fruit display.

- Observe the display for specific compliance standards:
 - Personal items (cell phone, personal food/drink) are not visible.
 - Display area is clean and organized.

- Trays are placed on table in front of flavor signs.
- Table covers and banner are in good condition.
- Price signs are visible and in good condition.
- Allergy signs are visible and in good condition.

Example of Smart Fruit display:



Step #3: Interact with the Smart Fruit representative.

- Briefly interact with the representative to evaluate specific appearance and presentation compliance standards.
- **During your evaluation, please remain attentive to any statements made by the representative(s) that are directed at you or clearly audible in your presence relating to (Politics, Religion, Gender, Race, or Immigration).**
 - If such comments occur, be sure to document them in your overall narrative section.**
- Approach the display and express interest in what the representative is selling. Allow the representative to ask

questions to learn about your needs, describe the products, offer samples, etc.

- Appearance standards:
 - Representative is wearing a visible name tag. (If no, ask for their name.)
 - Representative is wearing gloves.
 - Representative changes gloves frequently (e.g., after touching supplies, face, etc.).
 - Representative is wearing a hair net (and beard net if applicable).
- Presentation standards:
 - Samples served on trays, not handed directly to customers.
 - Representative engages customers appropriately (friendly, focused, smile/eye contact, etc.).
 - Representative discusses product benefits.

Examples of name tag, hair net, and beard net:



Photo Requirements

SMART FRUIT DISPLAY—IF YOU LOCATED THE DISPLAY:

- The client requires you to take THREE (3) DIFFERENT PHOTOS to show the front, side, and back of the display from different angles:
 - A clear photo of the front of the display
 - A clear photo of the side of the display
 - A clear photo of the back of the display
- Include the representative in the photos if possible to do so discreetly/without the representative knowing. It should NOT be obvious or made known to the associate that you are taking pictures. Do NOT ask the associate if you can take a photo! If the associate appears to be posing in your photo, your shop will not be valid.
- If the display is busy, do your best to get a clear photo of the display and the associate around other customers (it is OK if customers are visible in the photo).
- If the display is not located in an area where you can get clear photos from all three angles, do your best to get three clear photos of the display from DIFFERENT ANGLES and explain in your narrative. It must be clear in the photos that the location did not allow for all three angles to be captured.

STORE AISLES & LOCATION STOREFRONT—IF YOU DID NOT LOCATE THE DISPLAY:

- If you were not able to locate the display after walking the store for 20 minutes AND asking customer service, the

client requires THREE (3) DIFFERENT PHOTOS of the store:

- Two (2) clear photos showing wide angles of DIFFERENT aisles of the store.
- One (1) photo of the outside of the store, showing the front of the location, including the store name.

LOCATION EXTERIOR SELFIE:

- Discreetly take one (1) selfie-style photo in front of the location exterior.
- No purchase is required for this shop. Your selfie is your “receipt” for the shop.
- This photo MUST show YOU in the picture (selfie-style).
- The location/building with identifying exterior signage must be visible in the background.
- Note that this photo is different from a regular location storefront photo. If you did not find the display, you should NOT be in the regular location exterior photo that you upload in your survey, but you MUST be in the selfie photo that you upload in the Shop Validation section—these are two different pictures.

Shops that do not include the required photos/documentation as outlined above will be rejected without payment.

All photos will be verified by BestMark to ensure the correct location was visited on the assigned shop date during the assigned timeframe. Blurry photos or photos that appear invalid will not be accepted and result in shop cancellation.



QUESTIONNAIRE

Shop date:

Start time:

End time:

Attendance

1. Date of Audit:

Format response as MM/DD/YYYY

2. Day of Audit:

- Monday
- Tuesday
- Wednesday
- Thursday
- Friday
- Saturday
- Sunday

3. Start Time of Audit:

Format response as hh:mm AM/PM

4. End Time of Audit:

Format response as hh:mm AM/PM

5. At least one staff member is present OR a break sign is visible:

Select Yes if you end up interacting with a representative (e.g., if there is no rep present initially or you can't find the show at first, but you ask at customer service and do end up finding the show and interacting with the rep, select Yes and explain the details in the narrative). Select No if you are never able to interact with the rep.

- Yes (10 points)
- No (0 points)

6. If no, which of the following apply?

Select "Show was there, just no staff member" if you found the show, but never ended up interacting with the rep even after following the shop instructions for how to locate them. Select "Shopper did not locate show" if the show was not present, which you verified with staff following the shop instructions.

- Show was there, just no staff member
- Shopper did not locate show
- N/A

7. Indicate the staffing size present during your audit:

- Single (1 rep)
- Double (2 reps)
- Triple (3 reps)
- None (0 reps) - show or rep not present

Appearance/Hygiene/Presentation**8. Indicate the name of the Representative:****9. Indicate the approximate age of the Representative:**

- | | |
|-------------------------------------|--------------------------------------|
| <input type="checkbox"/> 20 or less | <input type="checkbox"/> 41 - 45 |
| <input type="checkbox"/> 21 - 25 | <input type="checkbox"/> 46 - 50 |
| <input type="checkbox"/> 26 - 30 | <input type="checkbox"/> 51 - 55 |
| <input type="checkbox"/> 31 - 35 | <input type="checkbox"/> 56 or older |
| <input type="checkbox"/> 36 - 40 | |

10. Indicate the gender of the Representative:

- Male
- Female
- Prefer not to answer

11. Was the Representative wearing glasses?

- Yes
- No

12. Indicate the hair color of the Representative:

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

13. Indicate the hair length of the Representative:

- | | |
|--|---|
| <input type="checkbox"/> Short | <input type="checkbox"/> Long |
| <input type="checkbox"/> Ear Length | <input type="checkbox"/> Pulled Back/Up |
| <input type="checkbox"/> Shoulder/Collar | <input type="checkbox"/> Shaved/Bald |
| <input type="checkbox"/> Mid-Back | |

14. Indicate the approximate height of the Representative:

- | | |
|--------------------------------------|--------------------------------------|
| <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" | |

15. Indicate the apparent race of the Representative:

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

16. Representative is wearing a visible name tag, above waist and near chest area:

- Yes (10 points)
 No (0 points)
 N/A - representative not present

17. Representative is wearing gloves when interacting with samples or in the sample area:

- Yes (10 points)
 No (0 points)
 N/A - representative not present

18. Representative is wearing a hair net fully covering head (beard net also for those with facial hair only):

- Yes (10 points)
 No (0 points)
 N/A - representative not present

19. Representative's gloves are being changed frequently, including after touching personal belongings and while/after restocking, replenishing supplies, bagging up purchases, touching face, body, or hair, etc.:

- Yes (10 points)
 No (0 points)
 N/A - representative not present

20. Samples are served on trays and not handed directly to customer:

- Yes (10 points)
 No (0 points)
 N/A - representative not present

21. Representative is engaging customers appropriately:

- Yes (10 points)
 No (0 points)
 N/A - representative not present

22. Representative is discussing product benefits to customers:

- Yes (10 points)
 No (0 points)
 N/A - representative not present

Display Compliance**23. Personal items and supplies (including cell phone, personal food/drink) are not visible:**

- Yes (10 points)
 No (0 points)

24. Display area is clean, organized, and free of trash:

- Yes (10 points)
 No (0 points)

25. Trays are placed on demonstration table in front of flavor signs:

- Yes (10 points)
 No (0 points)

26. Table covers, pallet wraps, and banner are in good condition and not wrinkled or faded: Yes (10 points) No (0 points)**27. Price signs are visible and in good condition:** Yes (10 points) No (0 points)**28. Allergy signs are visible and in good condition:** Yes (10 points) No (0 points)**Photos****29. Do you have a photo of the front of the sample show?**

Select Yes and upload your photo of the front of the sample show. If you did not locate the display, select No, upload one of your wide-angle aisle photos here, and explain the details in the narrative.

 Yes No**30. Do you have a photo of the side of the sample show?**

Select Yes and upload your photo of the side of the sample show. If you did not locate the display, select No, upload a different wide-angle aisle photo here, and explain the details in the narrative.

 Yes No**31. Do you have a photo of the back of the sample show?**

Select Yes and upload your photo of the back of the sample show. If you did not locate the display, select No, upload your photo of the outside of the store showing the front of the location and store name (NOT your selfie - you should NOT be in this photo), and explain the details in the narrative.

 Yes No**Lasting Impressions****32. Overall, how would you rate the atmosphere of the sample station?** Exceeds Meets Disappoints N/A - show not present and/or rep not present**33. Overall, how did you feel the sample station fit the environment of the location?** Adds to the environment Fits the environment but does not add to it Detracts from the environment N/A - show not present and/or rep not present**34. Did you walk away with a positive impression of the sample station staff?** Yes No N/A - show not present and/or rep not present

35. Smart Fruit Audit Supporting Narrative:

Explain the responses you selected in this survey. Detail what happened during your experience, and provide any comments about the sample station that you feel would be useful to the staff running the sample shows. Be sure to explain all "No" responses. If you did not interact with a representative and/or the sample station was not present, fully explain what steps you took to attempt to locate the rep and display. You must enter between 250 and 2000 characters.

Shop Validation**36. Did you take a location exterior selfie photo?**

Select Yes then upload your location exterior selfie.

Yes

No

37. If you do not have a location exterior selfie photo, explain why:

Enter N/A if you uploaded your selfie.

END OF QUESTIONNAIRE