

WIRELESS 3-STORE COMPARISON STUDY (PRE-ASSESSMENT)

INSTRUCTIONS • QUESTIONNAIRE

- This is a full day anonymous mystery shop/research study.
- You are required to visit 3 wireless provider stores in the same day (no exceptions).
- The 3 stores will be close in proximity for comparison purposes.
- You will interact with employees by being or posing as a potential new phone customer.
- The purpose is to evaluate store appearance, employee engagement and sales practices and compare the service experience.
- You will submit 5 questionnaires in the following order:
- BEFORE the 3 store visits, first submit:
 - Report #1 = Pre-Assessment questions (46 questions).
- AFTER the 3 store visits, submit 4 reports in the following order:
 - Report #2 = Observations of store #1 (101 questions)
 - Report #3 = Observations of store #2 (same 101 questions)
 - Report #4 = Observations of store #3 (same 101 questions)
 - Report #5 = Store ranking/post-assessment/profile questions (105 questions)
- You will receive 5 shop confirmations for this assignment (one for each required segment).
- Store visits are expected to take 20-40 minutes, depending on # of customers present.
- No purchase is required and you will not be reimbursed for any purchase made.
- If you accept the assignment, you are agreeing to visit all 3 stores on the same day and fill out all 5 questionnaires for payment to be made.



Before You Begin

- Confirm your 3 assigned store addresses
- Plan to visit all 3 stores on the same day
- Take detailed notes after store visits
- Know how to present yourself
- Know what required questions to ask
- Know what service timings to capture
- Know what in-store observations are required



Don't Forget!

- Document all required service times
 - Take a device to use for timing.
- Document # of other parties present
- Obtain all quoted pricing
- Report all information provided
- Ask all required questions
- Make all required observations



General Requirements

- Before requesting the shop, click the assignment and scroll down to see all 3 store addresses you would be required to visit. Do not request the shop if you cannot go to all 3 on the same day.
- Read all instructions and all three questionnaires before you complete the visits.

- You will receive 5 shop confirmations and fill out 5 reports (1 for each shop confirmation).
- Check your shop confirmation emails for the:
 - 3 stores you are required to visit.
 - Date you selected to visit all 3 stores (all must be visited on the same day).
- Plan plenty of time to visit all 3 stores on the same day, no exception.
- Complete the visits alone. Do not bring anyone with you.
- Confirm store hours for each location before leaving for the day.
- Make note of all required timing & observations, and ask the required question.
- No purchase is required. Any purchases or contract you agree to will not be reimbursed.
- Submit all 5 reports to shopperhub.cxgroup.com within 24 hours of completing the visits.
 - Submit the Pre-Assessment report BEFORE going to the stores.
 - Submit the 3 store observation reports AFTER going to each store.
 - Submit the store ranking/post-assessment/profile report LAST.
- Retain all documentation for six months following your shop.
- You or your immediate family members cannot have worked for the company you are visiting.



Shop Instructions

- Bring a phone or other device with you to record service times.
- Use your phone to take notes at each store to help you remember the details at each one.

Step #1: Check in, document required timings, and make required observations

- Record the time it takes to be greeted or acknowledged once you enter the store in minutes:seconds (ex: 01:45).
- Record the percentage of time each of the following happen (they must add up to 100%)
 - % of time you spent by yourself in the store from the time you arrived until you left (include the initial wait, and any point when the employee had to walk away)
 - % of time that was spent with an employee sitting at a table
 - % of time spent with an employee using demos or displays
 - % of time you spent with an employee standing up and discussing options or the sale, but not using any demos or displays
- If there was a wait, note the wait time quoted.
- Note the number of other customer parties present in the store (one party=one or more people who appear to be together).
- Count the number of employees you see working in the store.
 - While waiting, look at the following to make observations:
 - Are employees busy with customers or other store-related tasks?
 - For all devices displayed, confirm if all are powered on with demo loops running.
 - For accessory displays, confirm they are working (nothing appears broken).
 - For wall inventory pegs, confirm if they appear full of product or have obvious gaps.
 - Look for business or public safety advertising/signage in the store.
 - Confirm if the employee is wearing a lanyard with their name on it.

- i. Get the employee's name (ask for it if not on a lanyard or provided).
 - ii. If unable to obtain the employee's name, note their gender, hair, color, approximate height, and approximate age.
- If there is no wait, browse the store after you are helped to make the observations.

Step #2: Interact with an employee & ask all required questions

- Pose as a new customer: State that you would like information on mobile plan options.
- If you ARE NOT a customer of the provider: Use your real name and real address.
- If you ARE already a customer of the provider: Use a fake name and your real address.
 - If questioned about service attached to the address, say you just moved in.
- Let the employee take the lead in asking questions and providing options.
- Get a printout of the plan name(s) proposed (or ask that they be written down). Include the name of the plans proposed in your report.
- **Important:** At some point, indicate there are areas in your home where cell signal isn't as strong as you'd like (basement, lower level, or some other area).
- **Required Question:** Ask, "Is there a device or something I can do to boost the signal?"
 - Document the response, particularly if a network extender, cell or signal booster is mentioned.
- Do not sign up or make a purchase. Say you are just getting prices and information right now but will be making a decision in the next week or so.

Step #3: Collect proof of shop

- Accept any cost estimate or plan material provided to you.
 - Upload the estimated cost provided at each store with your reports.
- If you are not given a printed or written quote, get a business card (ask for one if not provided).
- Upload a photo of the business card with your report (sign and date it before uploading).

Step #4: Submit all 5 reports within 24 hours of the visit

- Take your time submitting reports and accurately enter the results (critical).
- Take good notes after leaving each store to help you submit accurately (critical).
- Submit the Pre-Assessment report first, BEFORE going to the stores.
- Submit the 3 store visit reports next, BEFORE filling out the 3-way ranking & profiling report. This is to allow you to think through all aspects of each experience before ranking the stores.



PRE-ASSESSMENT QUESTIONNAIRE

Shop date: Enter the date of your pre-assessment and in-store visits.

Start time: Enter the time you started the pre-assessment.

End time: Enter the time you anticipate completing the pre-assessment.

Pre-Assessment Questions

1. Who do you currently get your mobile service through?

Select one. If you have more than one provider, please answer based on the provider you utilize most.

- | | |
|---|--|
| ☐ AT&T | ☐ Total by Verizon |
| ☐ T-Mobile | ☐ Cricket Wireless |
| ☐ Verizon | ☐ Boost Mobile |
| ☐ US Cellular | ☐ Metro by T-Mobile |
| ☐ Xfinity | ☐ Straight Talk |
| ☐ Spectrum | ☐ Tracfone |
| ☐ Optimum | ☐ GoSmart Mobile |
| ☐ Cox Communications | ☐ Page Plus |
| ☐ Google Fi | ☐ Simple Mobile |
| ☐ Reach Mobile | ☐ Consumer Cellular |
| ☐ Boost Infinite | ☐ Mint Mobile |
| ☐ Visible | ☐ Other service provider not listed |

2. How long have you had mobile phone service from this company?

- | | |
|---|--|
| ☐ Less than 6 months | ☐ 3-4 years |
| ☐ 6-12 months | ☐ 4-5 years |
| ☐ 1-2 years | ☐ More than 5 years |
| ☐ 2-3 years | |

3. How did you initially learn about the specific service options from this company?

- | | |
|---|--|
| ☐ In a store | ☐ Conversation with friend, family member, or colleague |
| ☐ Online | ☐ Other |
| ☐ Phone conversation with employee of that company | |

4. How did you initially sign up for your mobile service?

- | | |
|-------------------------------------|---|
| ☐ In a store | ☐ Phone conversation with employee of that company |
| ☐ Online | ☐ Other |

5. What factors originally influenced your decision to sign up for service with this provider?

Select all that apply.

- | | |
|--|--|
| ☐ Best price available based on my needs | ☐ Recommendation from a friend, family member, or colleague |
| ☐ Discounts or promotions available at the time | ☐ Most convenient store to visit in my local area |
| ☐ Service plan that best suited my needs | ☐ Advertisement that caught my attention |
| ☐ Content bundle, perks, or premium services that were attractive to me | |

- ☐ Great experience with an employee or the carrier as a whole
- ☐ The favorable reputation of the brand, either locally or nationally

- ☐ The ability to combine my mobile and home services onto one bill
- ☐ Offered the phone or devices I was most interested in
- ☐ Other reason(s) not listed

6. What mobile phone service provider stores have you visited in the past few years, including national retailers that sell multiple mobile provider brands?

Select all that apply.

- | | |
|---|--|
| ☐ None | ☐ Boost Mobile |
| ☐ AT&T | ☐ Metro by T-Mobile |
| ☐ T-Mobile | ☐ Straight Talk |
| ☐ Verizon | ☐ Tracfone |
| ☐ US Cellular | ☐ GoSmart Mobile |
| ☐ Xfinity | ☐ Page Plus |
| ☐ Spectrum | ☐ Simple Mobile |
| ☐ Optimum | ☐ Consumer Cellular |
| ☐ Cox Communications | ☐ Mint Mobile |
| ☐ Google Fi | ☐ Best Buy |
| ☐ Reach Mobile | ☐ Walmart |
| ☐ Boost Infinite | ☐ Target |
| ☐ Visible | ☐ Sam's Club |
| ☐ Total by Verizon | ☐ Costco |
| ☐ Cricket Wireless | ☐ Other service provider not listed |

7. When was the last time, if ever, that you visited a dedicated physical store location for your current mobile service provider? This would be a 'standalone' store with the brand's logo on the outside of the store:

Answer based on the last time you were in a store branded to your current mobile provider. For example, if you have T-Mobile, answer based on the last time you were in a T-Mobile store.

- | | |
|---|--|
| ☐ Less than 6 months | ☐ 4-5 years |
| ☐ 6-12 months | ☐ More than 5 years |
| ☐ 1-2 years | ☐ I have never visited one of their physical stores |
| ☐ 2-3 years | |
| ☐ 3-4 years | |

8. What was your purpose for visiting the store?

- | | |
|---|--|
| ☐ I was interested in upgrading one or more of my devices | ☐ I was interested in making a change to my service (e.g., plan, features, add-ons) |
| ☐ I was interested in adding new mobile service to my account | ☐ I was looking for support regarding a billing issue or concern |
| ☐ I was interested in adding new home internet service to my account | ☐ I was interested in purchasing an accessory |
| ☐ I was starting new service with this provider | ☐ Other reason(s) not listed |
| ☐ I needed technical support for one or more of my devices | ☐ N/A |

9. What other mobile service providers have you used in the past five years?

Select all that apply.

- | | |
|---|-----------------------------------|
| ☐ None – I have only used my current mobile service provider | ☐ AT&T |
| | ☐ T-Mobile |

- | | |
|---|--|
| ☐ Verizon | ☐ Cricket Wireless |
| ☐ US Cellular | ☐ Boost Mobile |
| ☐ Xfinity | ☐ Metro by T-Mobile |
| ☐ Spectrum | ☐ Straight Talk |
| ☐ Optimum | ☐ Tracfone |
| ☐ Cox Communications | ☐ GoSmart Mobile |
| ☐ Google Fi | ☐ Page Plus |
| ☐ Reach Mobile | ☐ Simple Mobile |
| ☐ Boost Infinite | ☐ Consumer Cellular |
| ☐ Visible | ☐ Mint Mobile |
| ☐ Total by Verizon | ☐ Other service provider not listed |

10. What type of mobile service plan do you have?

- | | |
|---|--|
| ☐ Personal | ☐ Employer provided phone and service |
| ☐ Business (self-employed) | |

11. How many lines of service are on your mobile service plan?

Each line would be connected to a device. If you have home internet service with your cell service provider, include that as one of your total lines.

- | | |
|----------------------------|------------------------------------|
| ☐ 1 | ☐ 4 |
| ☐ 2 | ☐ 5 or more |
| ☐ 3 | |

12. How many Smartphone lines are on your mobile service plan?

- | | |
|--|------------------------------------|
| ☐ 0 – no Smartphones on my plan | ☐ 3 |
| ☐ 1 | ☐ 4 |
| ☐ 2 | ☐ 5 or more |

13. How many Basic Phone lines are on your cell service plan?

- | | |
|---|------------------------------------|
| ☐ 0 – no Basic Phones on my plan | ☐ 3 |
| ☐ 1 | ☐ 4 |
| ☐ 2 | ☐ 5 or more |

14. How many Tablets have their own cellular service line on your plan (separate charge in your bill)?

- | | |
|--|------------------------------------|
| ☐ 0 - no Tablets on my plan | ☐ 3 |
| ☐ 1 | ☐ 4 |
| ☐ 2 | ☐ 5 or more |

15. How many Smartwatches have their own cellular service line on your plan (separate charge in your bill)?

- | | |
|---|------------------------------------|
| ☐ 0 – no Smartwatches on my plan | ☐ 3 |
| ☐ 1 | ☐ 4 |
| ☐ 2 | ☐ 5 or more |

16. How many Mobile Internet/Hotspot devices have their own cellular service line on your plan (separate device from your phone hotspot and separate charge in your bill)?

- | | |
|--|------------------------------------|
| ☐ 0 – no Mobile Internet/Hotspot devices on my plan | ☐ 3 |
| ☐ 1 | ☐ 4 |
| ☐ 2 | ☐ 5 or more |

17. How many Home Internet devices have their own cellular service line on your plan (separate device from your phone hotspot and separate charge in your bill)?

- | | |
|--|------------------------------------|
| ☐ 0 – no Home Internet devices on my plan | ☐ 3 |
| ☐ 1 | ☐ 4 |
| ☐ 2 | ☐ 5 or more |

18. How many other connected solutions/device types have their own cellular service line on your plan (separate charge in your bill)?

- | | |
|---|------------------------------------|
| ☐ 0 – no other connected solutions/device types on my plan | ☐ 3 |
| ☐ 1 | ☐ 4 |
| ☐ 2 | ☐ 5 or more |

19. Regarding the ownership of the line(s) in your mobile service plan, how many are paid off (owned outright)?

- | | |
|----------------------------|---------------------------------------|
| ☐ 0 | ☐ 4 |
| ☐ 1 | ☐ 5 or more |
| ☐ 2 | ☐ I don't know |
| ☐ 3 | |

20. Regarding the ownership of the line(s) in your mobile service plan, how many are on a payment plan (no promotional discount/credit)?

- | | |
|----------------------------|---------------------------------------|
| ☐ 0 | ☐ 4 |
| ☐ 1 | ☐ 5 or more |
| ☐ 2 | ☐ I don't know |
| ☐ 3 | |

21. Regarding the ownership of the line(s) in your mobile service plan, how many are on a promotional discount/credit (no payment plan)?

- | | |
|----------------------------|---------------------------------------|
| ☐ 0 | ☐ 4 |
| ☐ 1 | ☐ 5 or more |
| ☐ 2 | ☐ I don't know |
| ☐ 3 | |

22. When was the last time an existing mobile phone was upgraded to a newer device or a new mobile phone was added to your plan?

- | | |
|---|--|
| ☐ Less than 6 months ago | ☐ 3 years ago |
| ☐ 6-12 months ago | ☐ 4 years ago |
| ☐ 1 year ago | ☐ 5 or more years ago |
| ☐ 2 years ago | |

23. What was your motivation to get a new phone?

- | | |
|--|--|
| ☐ Old phone was outdated | ☐ I got a new phone when I switched carriers |
| ☐ Old phone was damaged or broken | ☐ I was part of a program that automatically provided the option to get a new phone |
| ☐ I was adding a new line of service to my existing account | ☐ Other reason not mentioned |
| ☐ A promotional offer or discount | ☐ This is the first phone I have ever owned |

24. How likely would you be to recommend your current mobile service provider to friends or family?

- ☐ 5 – Very likely
- ☐ 4
- ☐ 3

- ☐ 2
- ☐ 1 – Not at all likely

25. Which best describes your overall experience with your current mobile service provider?

- ☐ Delighted
- ☐ Satisfied
- ☐ Neutral
- ☐ Disappointed
- ☐ Frustrated

26. How would you rate your mobile service provider based on the overall value for the money spent?

- ☐ Great value
- ☐ Good value
- ☐ Neutral or not sure
- ☐ Bad value
- ☐ Very bad value

27. Which best describes your plans to stay with this mobile service provider for at least the next 12 months?

- ☐ Very committed
- ☐ Somewhat committed
- ☐ Not at all committed

28. What positive factors make you more committed to your current provider?

Select all that apply.

- ☐ Positive experience(s) with employee, store, or department
- ☐ I am pleased with the cost and/or value of services for the money spent
- ☐ Network coverage/reception in the areas I use my service the most
- ☐ Satisfactory resolution of customer service issues
- ☐ Available data speeds in the areas I use my service the most
- ☐ Consistently offers attractive offers or promotions
- ☐ Offers the technology/devices I'm interested in
- ☐ The plan/services offered meet my needs
- ☐ The ability to combine my mobile and home services on one bill
- ☐ Favorable brand reputation or reviews
- ☐ The provider has earned my trust
- ☐ Positive feedback from friends, family, or colleagues
- ☐ Their commitment and actions regarding social responsibility (e.g., environmental, ethical, philanthropic, political views)
- ☐ Other reason not listed above
- ☐ N/A

29. Which of the following problems or disappointments have you had with your current provider?

Select all that apply.

- ☐ Poor experience with an employee at a physical store location
- ☐ Poor voice or phone coverage
- ☐ Slow or poor data speeds
- ☐ Network outages (no service or temporarily unavailable where it normally is)
- ☐ Dead spots (specific locations where coverage gets dropped or is not available)
- ☐ Billing issues
- ☐ Increasing costs, higher prices or fees
- ☐ Too expensive/not enough value for cost
- ☐ Device issues (needing technical support to fix settings)
- ☐ Poor experience with phone or chat-based support
- ☐ Poor or unresolved customer service issues
- ☐ Lack of attractive offers or promotions
- ☐ Doesn't offer the technology/devices I'm interested in
- ☐ Doesn't offer service/plan I need based on my current situation

- ☐ Doesn't offer the ability to combine my mobile and home services on one bill
- ☐ Heard about bad brand reputation or negative reviews
- ☐ Lack of trust in the brand/company
- ☐ Received negative feedback from friends, family, or colleagues

- ☐ Social responsibility concerns (e.g., environmental, ethical, philanthropic, political views)
- ☐ Other reason not listed above
- ☐ I have not experienced any significant issues

30. In what ways, if any, do you think other service providers are better than your current service provider?

Select all that apply.

- ☐ None - I believe no providers offer anything better than my current provider
- ☐ Plans that are a lower cost or better value
- ☐ Better voice coverage
- ☐ More reliable data network (speed, stability, etc.)
- ☐ Better data coverage map
- ☐ Better customer service to fix problems

- ☐ Better trust or commitment to caring for customers
- ☐ Better plans designed for my specific needs
- ☐ Better added perks or benefits
- ☐ Better promotions or offers
- ☐ Better store locations
- ☐ Better assortment of available devices
- ☐ Better employees
- ☐ Other

31. If Other, please explain:

32. In general, do you care if a mobile service provider store is owned and operated by the carrier or by a third-party authorized retailer?

Some mobile service providers have a mixture of stores that include company-owned stores and 'authorized retailers' operated by a third party. Some also have locations inside national retailers, such as Walmart. For the last few questions, think only about stores that exclusively sell one mobile service provider, and not any locations in national retailers.

- ☐ Yes
- ☐ Not sure

- ☐ No

33. Do you believe you could easily identify stores that are owned and operated by the carrier versus those operated by a third-party authorized retailer?

- ☐ Yes
- ☐ Not sure

- ☐ No

34. In your opinion, would the overall experience be better at stores that are owned and operated by the carrier versus those operated by a third-party authorized retailer?

- ☐ Company stores are much better
- ☐ Company stores are a little better
- ☐ No difference

- ☐ Authorized third-party retailers are a little better
- ☐ Authorized third-party retailers are much better

35. Who would you consider having better knowledge or ability to answer questions, stores that are owned and operated by the carrier or those operated by a third-party authorized retailer?

- ☐ Company stores are much better
- ☐ Company stores are a little better
- ☐ No difference

- ☐ Authorized third-party retailers are a little better
- ☐ Authorized third-party retailers are much better

36. Who would you consider having better pricing or discounts, stores that are owned and operated by the carrier or those operated by a third-party authorized retailer?

- ☐ Company stores are much better
- ☐ Company stores are a little better
- ☐ No difference

- ☐ Authorized third-party retailers are a little better
- ☐ Authorized third-party retailers are much better

37. Who would you consider having better ability to provide technical support or perform service on phones, stores that are owned and operated by the carrier or those operated by a third-party authorized retailer?

- ☐ Company stores are much better
- ☐ Company stores are a little better
- ☐ No difference

- ☐ Authorized third-party retailers are a little better
- ☐ Authorized third-party retailers are much better

38. Who would you consider having a better assortment of in-stock devices or products, stores that are owned and operated by the carrier or those operated by a third-party authorized retailer?

- ☐ Company stores are much better
- ☐ Company stores are a little better
- ☐ No difference

- ☐ Authorized third-party retailers are a little better
- ☐ Authorized third-party retailers are much better

39. Who would you consider having better trained employees or more helpful customer service, stores that are owned and operated by the carrier or those operated by a third-party authorized retailer?

- ☐ Company stores are much better
- ☐ Company stores are a little better
- ☐ No difference

- ☐ Authorized third-party retailers are a little better
- ☐ Authorized third-party retailers are much better

40. Who would you consider having better store presentation (organization, cleanliness, etc.), stores that are owned and operated by the carrier or those operated by a third-party authorized retailer?

- ☐ Company stores are much better
- ☐ Company stores are a little better
- ☐ No difference

- ☐ Authorized third-party retailers are a little better
- ☐ Authorized third-party retailers are much better

41. Who would you consider having more appealing or convenient locations, stores that are owned and operated by the carrier or those operated by a third-party authorized retailer?

- ☐ Company stores are much better
- ☐ Company stores are a little better
- ☐ No difference

- ☐ Authorized third-party retailers are a little better
- ☐ Authorized third-party retailers are much better

42. Were your answers to the previous questions (about company stores versus authorized third-party retailers) primarily based on your perceptions or on past experiences?

- ☐ My perception
- ☐ Past experience

- ☐ Both

43. To the best of your knowledge, what types of mobile service provider stores have you visited in the past few years?

- | | |
|---|---|
| ☐ I'm not sure | ☐ Third-party authorized retailer |
| ☐ Corporate, carrier, or company-owned store | ☐ I have not visited a mobile service provider store in the past few years |

44. What factors influenced how you picked the specific mobile service provider stores you have visited?

Select all that apply.

- | | |
|---|---|
| ☐ Went to the one, only, or first location I was aware of | ☐ Chose a store in a more appealing area |
| ☐ Convenient location to my house | ☐ Chose the location where I originally signed up for service |
| ☐ Convenient location to my work | ☐ Used GPS service (Google, Apple Maps, Waze, etc.) to find a location |
| ☐ Convenient location to where I go for other shopping or activities | ☐ Read reviews or received a recommendation from someone |
| ☐ Location with more convenient hours | ☐ Other reason |
| ☐ Chose a larger or busier store | ☐ I have not visited a mobile service provider store in the past few years |
| ☐ Chose a smaller or less busy store | |
| ☐ Chose a store that was newer | |

45. If Other reason, what factors influenced how you picked the specific store?

46. Based on your knowledge and/or experience with mobile service providers who have both company-owned (corporate) and third-party owned (authorized retailer) stores, which type of store would you visit for your needs if both were convenient options?

- | | |
|---|--|
| ☐ I would only visit a store directly operated by the carrier | ☐ I would prefer to visit a third-party authorized retailer store |
| ☐ I would prefer to visit a store directly operated by the carrier | ☐ I would only visit a third-party authorized retailer store |
| ☐ I have no preference and would visit either | |

END OF QUESTIONNAIRE