

CLOTHES MENTOR

CLOTHES MENTOR VIRGINIA BEACH MYSTERY SHOP

INSTRUCTIONS

QUESTIONNAIRE

You will bring a women's clothing item or handbag to the assigned Clothes Mentor location and interact with the resale associate to evaluate the resale process. The item you bring in must be in great condition. You will NOT actually resell your item. You will also browse the store, use the fitting room, and make a purchase.



Before You Begin

- Review your shop confirmation & scenario
- Call or look online to confirm store hours—plan to arrive at least 1 hour prior to closing
- Review resale item requirements
- Review photo & receipt requirements



Don't Forget!

- Present a valid item for resale—do not resell item, but thoroughly evaluate the Buy Process
- Ask for the name of the resale associate
- Use the fitting room & make a purchase
- Take all required photos



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 purchase receipt to upload with your report. Ask for a printed receipt if you are not offered one.
- 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 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 Clothes Mentor.
- Children are not allowed to accompany you on this shop.
- Failure to follow the specifications for this project as outlined in this document may result in shop cancellation and non-payment.



Item Requirements

- Must bring in a women's clothing item size 0-26 OR a handbag.
- Item must be in great condition (gently used and/or never worn, not torn, no damage, etc.).
- Items that are a name brand have a higher likelihood of being acceptable (e.g., Lululemon, H&M, Athleta, J. Crew, Kate Spade, Coach, Michael Kors, etc.).
- Visit clothesmentor.com to research acceptable brands before your shop.
- You may bring in only one item or multiple items, but remember that you will not actually resell any items.
- Take a photo of your item(s) prior to bringing them in for your shop—see photo requirements below.



Shop Instructions

Step #1: Arrival.

- Evaluate the store's exterior and interior signage, merchandise displays, product stocking, pricing, staff energy, and overall store environment.
- Take photos of any unkempt areas, if applicable—see photo requirements below.
- Allow opportunity for an associate to greet you. If you are not greeted and offered assistance within 5 minutes, seek assistance to start the resale interaction.

Step #2: Resale Team Engagement.

- Present your items to the resale associate and say you are interested in getting a quote.
- Allow the associate the opportunity to ask questions about your items, discuss the Buy Process, and mention any promotions or marketing items.
- Ask an open-ended knowledge question to evaluate the resale associate's knowledge. For example:
 - How does the resale process work?
 - How long does the resale process take?
 - What are your most popular items or brands you accept?
 - How often do you get new clothing or handbags in?
- Note if the associate provides a time estimate to evaluate your items.
 - You should be able to get a quote on the spot with minimal wait time. If the quoted wait time significantly exceeds 30 minutes (e.g., "Come back in a few days" or "The person who does the evaluations won't be back for 2 hours"), you may leave and report the details in your shop narrative.
 - If the quoted wait time is reasonable/within 30 minutes, you must wait (e.g., do not leave if the quoted wait time is 35 minutes—wait the extra 5 minutes in order to complete the shop).
- Note the actual amount of time it took to evaluate your items.
- If you are unable to have your resale items evaluated, fully explain why in your narrative.
- The name of the resale associate is required. If they are not wearing a name badge and do not introduce themselves, you must ask for their name.

Step #3: Item Evaluation.

- Evaluate if the associate makes an offer to purchase your items.
 - If the associate presents a cash or trade offer, note if they explain the benefit to trade.
 - Do NOT accept an offer to purchase—you will not actually resell any items for this shop.
- Present an objection to the purchase offer, such as price of items, not ready to part with items yet, etc.
- Evaluate how the associate handles your objection—do they clarify your objection and provide new information to emphasize value, while remaining respectful and not pushy?
 - Examples of clarifying objection: “I understand you aren’t ready” or “No problem, I understand you were hoping for a higher price.”
 - Examples of providing new information: “When you’re ready, don’t forget we have a great rewards program” or “If you do come back with more items, we may be able to offer more for bundles of like items.”
- If the associate presses further, say that you can plan on stopping in another day with some additional items.
- If your item is declined, note the reasoning given for why your items were passed on.
- Evaluate if the associate discusses inventory needs and/or offers a flyer to review their most wanted items. If they provide a flyer, take it with you so you can upload a photo to your survey—see photo requirements below.

Step #4: Fitting Room.

- While your items are being evaluated, browse the store and select a clothing item to try on.
- If a store associate does not proactively offer you a fitting room, request to try on your item.
- Take a photo of the item you try on in the fitting room—see photo requirements below.
- Note the cleanliness of the fitting room and if the associate checks in on you.

Step #5: Purchase Experience.

- After completing the resale process and fitting room experience, make a purchase at the checkout counter.
- You can purchase any item and will be reimbursed up to \$10. If you do not wish to purchase clothing, accessories, etc., most stores should have small items at the checkout such as bottled water or candy.
- Evaluate if the cashier suggests any additional items for you to purchase, how they handle your item, and if they process your transaction efficiently.
- Ask for a purchase receipt if one is not proactively provided to you. If you are offered an email receipt, ask if you can get a printed copy. If not, check to be sure you’ve received the emailed receipt before leaving the location. A receipt is required for your shop to be valid.
- Remember the cashier’s name if they are wearing a name badge. If not, remember their physical description.
- Evaluate your overall impression, including your likelihood to return or recommend and anything that stood out as positive or negative. Do not score down for factors outside the staff’s control.



Photo & Receipt Requirements

ITEMIZED RECEIPT:

- Ask for a receipt if the cashier does not give you one. If you are only offered an email receipt, ask for a printed copy. If not available, confirm that you receive the emailed receipt before leaving the location.
- Write the shop number 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.
- If you only have an email receipt, upload a screenshot showing the full receipt, including location, date, and purchase information.
- Check your receipt photo prior to upload to ensure the image is large enough and the receipt text is readable.

LOCATION EXTERIOR SELFIE:

- After your visit, 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.

RESALE ITEM:

- Take one (1) photo of the item(s) you bring in for the resale evaluation.

FITTING ROOM ITEM:

- Take one (1) photo of the item you try on in the fitting room.
- The photo should show the item hanging on a hook in the fitting room. You should not be in the photo. You should also not be visible in the reflection of the mirror.

UNKEMPT AREAS:

- Take photos of any unkempt areas, if applicable—e.g., clothing on the ground, broken knobs, messy racks, aisles, etc.

FLYERS/DOCUMENTATION:

- Take photos of any flyers/documentation you received about the resale process, if applicable.

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



QUESTIONNAIRE

Shop date:

Start time:

End time:

Store Appearance

1. Exterior signage

- ☐ Exterior signage is appealing and fully operational (10 points)
- ☐ Exterior signage is appealing but in need of minor attention (5 points)
- ☐ Exterior signage is in need of immediate attention (0 points)

2. Store energy

- ☐ All associates observed exhibited upbeat and positive attitudes AND store energy is relaxed and welcoming (10 points)
- ☐ Most associates observed DID NOT exhibit upbeat and positive attitudes AND store energy DID NOT feel relaxed and welcoming (0 points)

3. Signage is clear and visible

- ☐ All signage/price tags observed were neat, organized, and eye-catching (10 points)
- ☐ All signage/price tags observed were mostly neat and organized but in need of minor attention (5 points)
- ☐ All signage/price tags observed were NOT neat, NOT organized OR appear cluttered (0 points)

4. All signage is professional (no handwritten signs observed)

- ☐ Yes (10 points)
- ☐ No (0 points)

5. Racks and shelves - merchandise displays throughout store

- ☐ All merchandise display racks and shelves are shoppable and organized (clothing item spacing not too tight, able to easily shop) (10 points)
- ☐ Some merchandise display racks and shelves are shoppable and organized (5 points)
- ☐ Most merchandise display racks and shelves appear unstocked, poorly organized OR spacing too tight/unable to easily shop (0 points)

6. Aisle accessibility

- ☐ Completely free of merchandise, boxes, and clutter/debris AND is open enough for a wheelchair to fit through (10 points)
- ☐ Somewhat cluttered OR too tight to fit a wheelchair through (5 points)
- ☐ Very cluttered or difficult for customers to maneuver (with/without wheelchair) (0 points)

7. Product stocking

- ☐ All racks, shelves, and other displays are fully stocked (10 points)
- ☐ Most racks, shelves, and other displays are fully stocked (5 points)
- ☐ Most racks, shelves, and other displays are not fully stocked (0 points)

8. Prices clearly marked in departments

- ☐ All prices observed clearly marked (10 points)
- ☐ Most prices observed clearly marked (5 points)
- ☐ Many prices observed not clearly marked (0 points)

9. Store environment

- ☐ Positive, uplifting energy throughout the store - welcoming environment (10 points)
- ☐ Feels disinterested/going through the motions - environment is not welcoming (0 points)

10. Store Appearance Supporting Narrative:

Explain the responses you selected for the Store Appearance questions. Be sure to explain ALL responses of less than full point value. You must enter between 75 and 1500 characters.

Resale Experience**11. Indicate the name of the Associate:****12. Indicate the approximate age of the 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 Associate:

- ☐ Male
- ☐ Female
- ☐ Prefer not to answer

14. Was the Associate wearing glasses?

- ☐ Yes
- ☐ No

15. Indicate the hair color of the Associate:

- | | |
|--|--------------------------------------|
| ☐ Auburn/Red | ☐ Brown |
| ☐ Green/Blue/Purple | ☐ Dark Brown |
| ☐ Black | ☐ Gray/White |
| ☐ Blonde | ☐ Shaved/Bald |
| ☐ Light Brown | |

16. Indicate the hair length of the Associate:

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

17. Indicate the approximate height of the 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 Associate:

- | | |
|---|---|
| ☐ African-American | ☐ Middle Eastern or Arab |
| ☐ Caucasian | ☐ Native-American |
| ☐ East Asian | ☐ Other |
| ☐ South Asian | ☐ Prefer not to answer |
| ☐ Hispanic | |

19. Were you greeted within 5 seconds of entering the store?

- ☐ Yes (10 points)
☐ No (0 points)

20. Offered correct greeting

Only select the top response if the associate completes all of the behaviors: smile, provide name, give a welcoming statement, and thank for bringing in clothes/items. If you select the bottom response, explain in the narrative what they did not do.

- ☐ Extended a greeting with a smile, provided their name, and thanked you for bringing in your clothes (e.g., "Welcome to Clothes Mentor, I'm [name]. Thank you for bringing in your clothes.") (10 points)
☐ Did NOT extend a greeting with a smile, provide their name, or thank you for bringing in your clothes (0 points)

21. Associate appearance

- ☐ Neat, professional, and stylish (10 points)
☐ Unprofessional, poorly styled (0 points)

22. Were you able to get your resale item(s) evaluated?

If you select No, fully explain the circumstances in the narrative (who you spoke to, what you said, what their response was, how long the wait time was, the reasoning given for why your items couldn't be evaluated, etc.).

- ☐ Yes
☐ No

23. Asked "Have you sold to us before?"

- ☐ Yes (10 points)
☐ No (0 points)
☐ N/A - Items not evaluated

24. Asked "Do you have any handbags, shoes, or accessories?"

If you are carrying one item of clothing or the handbag, where it would be obvious/unnecessary for the associate to ask this question, select "N/A - My item was obvious, no need for associate to ask"

- ☐ Yes (10 points)
☐ No (0 points)
☐ N/A - My item was obvious, no need for associate to ask
☐ N/A - Items not evaluated

25. Focuses on you

- ☐ Listens attentively, gives undivided attention without interruption or distraction, and does NOT make you feel rushed (10 points)
☐ Listens but is disengaged and appears to be going through the motions (5 points)
☐ Does not listen, appears distracted or unfocused, or makes you feel rushed (0 points)
☐ N/A - Items not evaluated

26. Communicates clearly

- ☐ Speaks in a language you understand (avoids jargon, does not talk over your head or talk down to you) AND checks for understanding (10 points)
- ☐ Speaks in a language you understand (not over or under your knowledge level) but does NOT check for understanding (5 points)
- ☐ Speaks over or under your level of expertise AND does NOT check for understanding (0 points)
- ☐ N/A - Items not evaluated

27. Indicate what the associate mentions about the Buy Process:

Select all that apply. If Other, explain in the narrative.

- ☐ No appointment, first come, first serve (2 points)
- ☐ We pay cash/store credit on the spot (2 points)
- ☐ How to bring in buy (basket, bag, no hangers) (2 points)
- ☐ How the items are processed/priced (2 points)
- ☐ The buy wait time (2 points)
- ☐ Store and buy hours (2 points)
- ☐ Explains how the customer will be notified when their buy is ready (2 points)
- ☐ Asked if you had any questions (2 points)
- ☐ Other (0 points)
- ☐ None of the above (0 points)
- ☐ N/A - Items not evaluated

28. Projects positive attitude

- ☐ Projects a friendly, outgoing attitude and seems to sincerely enjoy assisting you (consistently smiles, makes eye contact, and uses upbeat tone of voice that conveys enthusiasm and energy) (10 points)
- ☐ Pleasant, polite, and reserved (e.g., uses minimal gestures and a positive, steady tone) (5 points)
- ☐ Appears to be going through the motions or seems disinterested (0 points)
- ☐ N/A - Items not evaluated

29. Establishes trust

- ☐ Impresses you as honest and trustworthy AND conveys that he/she is only concerned with making sure your needs are met (10 points)
- ☐ Does NOT impress you as honest and trustworthy (0 points)
- ☐ N/A - Items not evaluated

30. Values your time

- ☐ All processes are quick and efficient - you feel your time and business are valued and respected (10 points)
- ☐ Most processes are quick and efficient (5 points)
- ☐ Most or all processes are NOT quick and efficient - you feel your time and business are NOT valued and respected (0 points)
- ☐ N/A - Items not evaluated

31. Demonstrates knowledge

- ☐ Seems knowledgeable about the Buy Process AND thoroughly answers all of your questions (10 points)
- ☐ Seems knowledgeable about the Buy Process BUT does not thoroughly answer all of your questions (5 points)
- ☐ Does not seem knowledgeable about the Buy Process AND does not thoroughly answer all of your questions (0 points)
- ☐ N/A - Items not evaluated

32. Indicate question you asked:**33. Indicate associate's response:**

34. Mentions the company's top inventory needs

- ☐ Yes (10 points)
☐ No (0 points)
☐ N/A - Items not evaluated

35. Indicate which of the following marketing items the associate mentions:

Select all that apply. The company website refers to the corporate website, and the online site refers to this location's specific website.

- ☐ Mentions company website
☐ Online site
☐ Promotions
☐ Loyalty program
☐ Social media
☐ None of the above were mentioned
☐ N/A - Items not evaluated

36. Mentions the company's buy restrictions

- ☐ Yes (10 points)
☐ No (0 points)
☐ N/A - Items not evaluated

37. Indicate what restrictions were shared:

If applicable, enter between 20 and 1000 characters.

38. Invites you to shop in the store while waiting

- ☐ Yes (10 points)
☐ No (0 points)
☐ N/A - Items not evaluated

39. Provides time estimate to evaluate item(s)

- ☐ Yes (10 points)
☐ No (0 points)
☐ N/A - Items not evaluated

40. What was the time estimate provided? (MM:SS)

Refers to the wait time to have your items evaluated. Format response as MM:SS (e.g., 10:00 for 10 minutes).

41. How long was the actual buy time? (MM:SS)

Refers to the actual time it took to have your items evaluated. Format response as MM:SS (e.g., 15:30 for 15 minutes 30 seconds).

42. Do you have a photo of the item(s) you brought in?

Select Yes and upload at least one photo of the item you brought in for the resale evaluation.

- ☐ Yes
☐ No

43. Resale Experience Supporting Narrative:

Explain the responses you selected for the Resale Experience questions. Be sure to explain ALL responses of less than full point value. You must enter between 75 and 1500 characters.

Resale Checkout Experience

44. Thanked for bringing in your items

- ☐ Thanked by name for bringing in items (10 points)
- ☐ Thanked for bringing in items BUT did not use name (5 points)
- ☐ Does NOT thank for bringing in items (0 points)
- ☐ N/A - Items not evaluated

45. Price offer

- ☐ Offer was higher than I thought the item(s) were worth
- ☐ Offer was about the same I thought the item(s) were worth
- ☐ Offer was lower than I thought the item(s) were worth
- ☐ N/A - Did not make an offer to purchase
- ☐ N/A - Items not evaluated

46. Offers positive comments on items to purchase

Refers to the items you brought in for resale - does the associate make positive comments about the item(s) they offer to purchase?

- ☐ Yes (10 points)
- ☐ No (0 points)
- ☐ N/A - Did not make an offer to purchase
- ☐ N/A - Items not evaluated

47. Presents cash or trade offer AND clearly explains the benefit to trade

- ☐ Yes (10 points)
- ☐ No (0 points)
- ☐ N/A - Did not make an offer to purchase
- ☐ N/A - Items not evaluated

48. Asked for more items based on inventory needs and what was offered to purchase

- ☐ Yes (10 points)
- ☐ No (0 points)
- ☐ N/A - Items not evaluated

49. Associate provides a flyer and verbally reviews the most wanted items

- ☐ Yes (10 points)
- ☐ No (0 points)
- ☐ N/A - Items not evaluated

50. Clearly and respectfully explained why items were passed on

- ☐ Yes (10 points)
- ☐ No (0 points)
- ☐ N/A - No items were passed on
- ☐ N/A - Items not evaluated

51. Asked if would like to apply offer towards a purchase

- ☐ Yes (10 points)
- ☐ No (0 points)
- ☐ N/A - Did not make an offer to purchase
- ☐ N/A - Items not evaluated

52. Respectfully handles objection

- ☐ When you provide an objection (price of your items, not ready to part with your items yet, etc.), clarifies objection, provides NEW information to emphasize value, AND does so in a way that is comfortable/natural/empathetic and not pushy (10 points)
- ☐ When you provide an objection (price of your items, not ready to part with your items yet, etc.), clarifies objection in a way that is comfortable/natural/empathetic, BUT does not provide new information to emphasize value (5 points)
- ☐ When you provide an objection (price of your items, not ready to part with your items yet, etc.), does not clarify objection OR reacts in a way that is pushy and NOT comfortable/natural/empathetic (0 points)
- ☐ N/A - Did not make an offer to purchase
- ☐ N/A - Items not evaluated

53. Repeats the store and buy hours

- ☐ Yes (10 points)
- ☐ No (0 points)
- ☐ N/A - Items not evaluated

54. Closing

- ☐ Asks if all of your questions have been answered AND offers additional assistance if you state an additional need ("Is there anything else I can help you with today?") (10 points)
- ☐ DOES NOT ask if all of your questions have been answered and does NOT offer additional assistance (0 points)
- ☐ N/A - Items not evaluated

55. Expresses appreciation

- ☐ Offers a positive closing remark (e.g., thank you, have a nice day, etc.) AND invites you to return (10 points)
- ☐ Offers a positive closing remark (e.g., thank you, have a nice day, etc.) OR invites you to return (5 points)
- ☐ Does NOT offer a positive closing remark (e.g., thank you, have a nice day, etc.) AND does NOT invite you to return (0 points)
- ☐ N/A - Items not evaluated

56. Resale Checkout Experience Supporting Narrative:

Explain the responses you selected for the Resale Checkout Experience questions. Be sure to explain ALL responses of less than full point value. You must enter between 75 and 1500 characters.

Purchase Experience**57. Did you try something on in the fitting room?**

- ☐ Yes
- ☐ No

58. If yes, did someone let you in and check on you while you tried on your item(s)?

Select Yes if someone lets you in but doesn't check on you, or vice versa.

- ☐ Yes (10 points)
- ☐ No (0 points)
- ☐ N/A - Did not use fitting room

59. Fitting room

- ☐ Fitting room is clean and well-maintained (free of dirt/debris, noticeable smudges, damage, etc.) (10 points)
- ☐ Minor attention needed (5 points)
- ☐ Substantial attention needed (0 points)
- ☐ N/A - Did not use fitting room

60. Indicate the name of the Cashier:

61. Indicate the approximate age of the Cashier:

- | | |
|-------------------------------------|--------------------------------------|
| ☐ 20 or less | ☐ 41 - 45 |
| ☐ 21 - 25 | ☐ 46 - 50 |
| ☐ 26 - 30 | ☐ 51 - 55 |
| ☐ 31 - 35 | ☐ 56 or older |
| ☐ 36 - 40 | |

62. Indicate the gender of the Cashier:

- ☐ Male
☐ Female
☐ Prefer not to answer

63. Was the Cashier wearing glasses?

- ☐ Yes
☐ No

64. Indicate the hair color of the Cashier:

- | | |
|--|--------------------------------------|
| ☐ Auburn/Red | ☐ Brown |
| ☐ Green/Blue/Purple | ☐ Dark Brown |
| ☐ Black | ☐ Gray/White |
| ☐ Blonde | ☐ Shaved/Bald |
| ☐ Light Brown | |

65. Indicate the hair length of the Cashier:

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

66. Indicate the approximate height of the Cashier:

- | | |
|--------------------------------------|--------------------------------------|
| ☐ 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" | |

67. Indicate the apparent race of the Cashier:

- | | |
|---|---|
| ☐ African-American | ☐ Middle Eastern or Arab |
| ☐ Caucasian | ☐ Native-American |
| ☐ East Asian | ☐ Other |
| ☐ South Asian | ☐ Prefer not to answer |
| ☐ Hispanic | |

68. (Cashier) Initiates friendly greeting

- ☐ Initiates a friendly verbal greeting AND engages you in conversation (10 points)
☐ Initiates a friendly verbal greeting OR engages you in conversation (5 points)
☐ Does NOT initiate a friendly verbal greeting AND does NOT engage you in conversation (0 points)

69. (Cashier) Projects positive attitude

- ☐ Projects a friendly, outgoing attitude and seems to sincerely enjoy assisting you (consistently smiles, makes eye contact, and uses upbeat tone of voice that conveys enthusiasm and energy) (10 points)
- ☐ Pleasant, polite, and reserved (e.g., uses minimal gestures and a positive, steady tone) (5 points)
- ☐ Appears to be going through the motions or seems disinterested (0 points)

70. (Cashier) Projects open body language

- ☐ Alert and approachable; open body language (upright, arms uncrossed, etc.) AND actively seeks to acknowledge you (verbal or non-verbal) (10 points)
- ☐ Alert; open body language (upright, arms uncrossed, etc.) AND responds when you approach (5 points)
- ☐ Closed body language (leaning or arms folded or crossed) OR fails to notice you (0 points)

71. (Cashier) Confirms satisfaction

- ☐ Asks if you found everything you need and does so in a natural manner (10 points)
- ☐ Does not ask if you found all you needed or seems to be going through the motions (0 points)

72. Cashier compliments your purchase and suggests additional items for you to purchase

- ☐ Yes (10 points)
- ☐ No (0 points)

73. If yes, what items were suggested?**74. (Cashier) Handles items with care**

- ☐ Yes (10 points)
- ☐ No (0 points)

75. Processes transaction efficiently and in a timely manner

Do not consider factors outside of cashier's control.

- ☐ Transaction was processed in an efficient and timely manner (10 points)
- ☐ My transaction was NOT processed in a timely and efficient manner (0 points)

76. Proactively provides the receipt

Select the top response if you purchase something that would obviously not be returned, like a bottle of water, and the associate provides your receipt but doesn't mention the return policy. If you purchase something that would be normal to return (clothing, accessory), then select the response that best aligns with whether or not they proactively provided your receipt and/or explained the return policy. Ask for the receipt if not provided. Ask about the return policy if not mentioned.

- ☐ Provides receipt and explains the return policy without having to ask (10 points)
- ☐ Needed to prompt about providing receipt OR the return policy (5 points)
- ☐ Does NOT provide receipt OR explain the return policy (0 points)

77. Indicate which of the following marketing items the cashier mentions:

Select all that apply. The company website refers to the corporate website, and the online site refers to this location's specific website.

- ☐ Mentions company website
- ☐ Online site
- ☐ Promotions
- ☐ Loyalty program
- ☐ Social media
- ☐ None of the above were mentioned

78. (Cashier) Expresses appreciation

- ☐ Offers a positive closing remark (e.g., thank you, have a nice day, etc.) AND invites you to return (10 points)
- ☐ Offers a positive closing remark (e.g., thank you, have a nice day, etc.) OR invites you to return (5 points)
- ☐ Does NOT offer a positive closing remark (e.g., thank you, have a nice day, etc.) AND does NOT invite you to return (0 points)

79. Purchase Experience Supporting Narrative:

Explain the responses you selected for the Purchase Experience questions. Be sure to explain ALL responses of less than full point value. You must enter between 75 and 1500 characters.

Overall Impression**80. Based on your visit today, how would you rate your overall shopping experience?**

- | | |
|----------------------------|-----------------------------|
| ☐ 0 | ☐ 6 |
| ☐ 1 | ☐ 7 |
| ☐ 2 | ☐ 8 |
| ☐ 3 | ☐ 9 |
| ☐ 4 | ☐ 10 |
| ☐ 5 | |

81. Based on your visit today, how likely would you be to sell again?

- | | |
|----------------------------|-----------------------------|
| ☐ 0 | ☐ 6 |
| ☐ 1 | ☐ 7 |
| ☐ 2 | ☐ 8 |
| ☐ 3 | ☐ 9 |
| ☐ 4 | ☐ 10 |
| ☐ 5 | |

82. Based on your visit today, how likely would you be to return to this location for future shopping needs?

- | | |
|----------------------------|-----------------------------|
| ☐ 0 | ☐ 6 |
| ☐ 1 | ☐ 7 |
| ☐ 2 | ☐ 8 |
| ☐ 3 | ☐ 9 |
| ☐ 4 | ☐ 10 |
| ☐ 5 | |

83. Based on your visit today, how likely would you be to recommend this location to friends and family?

- | | |
|----------------------------|-----------------------------|
| ☐ 0 | ☐ 6 |
| ☐ 1 | ☐ 7 |
| ☐ 2 | ☐ 8 |
| ☐ 3 | ☐ 9 |
| ☐ 4 | ☐ 10 |
| ☐ 5 | |

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

Enter between 3 and 1000 characters.

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

Enter between 3 and 1000 characters.

86. 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 1000 characters.

Shop Validation**87. Do you have a receipt?**

Select Yes and upload a photo of your purchase receipt. A screenshot is acceptable if you were only provided an email receipt.

☐ Yes

☐ No

88. 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.

89. Did you take a location exterior selfie photo?

Select Yes and upload your location exterior selfie.

☐ Yes

☐ No

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

Enter N/A if you uploaded your selfie.

91. Do you have a photo of the item you tried on in the fitting room?

Select Yes and upload a photo of the item you tried on in the fitting room. The photo should show the item hanging on the door/hooks in the fitting room, and you should not be in the photo.

☐ Yes

☐ No

92. If you do not have a photo of the item you tried on in the fitting room, explain why:

Enter N/A if you uploaded a photo of the item you tried on.

93. Do you have photos of any unkempt areas?

Select Yes and upload your photos if you observed any unkempt areas (clothing on the ground, broken knobs, messy racks, aisles, etc.).

☐ Yes

☐ No

94. Explain the unkempt areas, if applicable:

Enter N/A if you did not observe any unkempt areas.

95. Do you have photos of flyers/documentation received?

Select Yes and upload photos of any flyers/documentation you received, if applicable.

☐ Yes

☐ No

96. Explain the flyers/documentation, if applicable:

Enter N/A if you did not receive any flyers or documentation.

END OF QUESTIONNAIRE