

# TORRID

## INSTRUCTIONS • QUESTIONNAIRE

Visit a Torrid store to evaluate store cleanliness, presentation, and how associates engage with you and ensure your needs are met based on the clothing item(s) you are seeking. You will ask questions of the associate, select a clothing item to try on in the fitting room, assess the fitting room, and make a purchase.



### Before You Begin

- Review your shop confirmation
- Choose a clothing item to try on in the fitting room
- Arrive after 11:00am and no later than 6:30pm.



### Don't Forget!

- Present your scenario to an associate
- Visit the fitting room to assess its condition
- Purchase any item to get a receipt



### General Requirements

- Read all instructions and the entire questionnaire before you complete the shop.
- Eligibility for these shops is aligned to those who regularly wear US clothing sizes 10-30.
- Check your shop confirmation for the date, location, and hours to visit.
- Visit [www.torrid.com](http://www.torrid.com) to familiarize yourself with the store concept and products.
- Arrive after 11:00 AM and no later than 6:30 PM.
  - Check the store hours prior to your visit.
  - Be prepared to spend at least 20-30 minutes in the store making observations.
- All shops require interacting with an associate and asking questions about a clothing item you are looking to purchase.
- Do not seek out an associate upon arrival. If not approached upon arrival, browse the clothing merchandise near any visible associate for 5 minutes. Stay within sight of associates while browsing.
  - Discreetly record the time it takes for an associate to offer assistance.
  - If an associate hasn't offered assistance after 5 minutes, ask any associate for assistance. Do not leave without being assisted.
- Present your scenario to an associate on the sales floor.
  - You are shopping for a clothing item for yourself (top, pants, skirt, dress, jacket, etc.).
  - Have an idea of what you are looking for ahead of time and be prepared to ask questions about the clothing items in the store. Do not focus the visit on accessories or jewelry.
  - Let the associate guide the conversation by asking questions and making suggestions as

you select an item of clothing.

- Give the associate an opportunity to offer you a fitting room.
- Select a clothing item to try on in the fitting room and assess the fitting room condition and experience.
  - If you are not offered a fitting room and are unable to locate the fitting rooms or they are locked, ask an associate for assistance.
  - Record the time it takes for an associate to check in with you after you enter the fitting room.
- Discreetly take the required photos to submit with your report
  - Photo 1:** A photo of the item you chose in the fitting room, with the tag visible
  - Photo 2:** A photo of the receipt from your purchase
- You must make a purchase and will be reimbursed separately from shop payment up to \$25.
- Submit your report to [shopperhub.cxgroup.com](https://shopperhub.cxgroup.com) within 8 hours of completing the shop.
- Retain all documentation for six months following your shop.
- You or your immediate family members cannot currently nor have ever worked for Torrid.



# QUESTIONNAIRE

Shop Date:

Start time: *Time you walked into the location*

End time: *Time you walked out of the location*

## Store Experience

1. Was the store atmosphere inviting, and did it make you feel welcome?

☐ Yes

☐ No

2. Was the store layout visually appealing, and did the layout of displays clearly indicate where to find specific items (tops, jeans, pants, dresses, etc.)?

☐ Store was visually appealing and displays clearly indicated where to find specific items

☐ Store was visually appealing, but layout and displays made it more difficult to locate specific items

☐ Store was not visually appealing, but layout and displays clearly indicated where to find specific items

☐ Store was not visually appealing, and layout and displays made it more difficult to locate specific items

3. Were any current promotions clearly posted for customers to see?

*Look for promotional signage on A-frames near the store entrance, window signs, and signs on display throughout the store.*

☐ Yes

☐ No

4. Was the store clean and properly organized?

*Answer No if there were empty hangers or hanging merchandise that had fallen to the floor or were draped over the fixtures. Answer Yes if similar items were hanging neatly together. It is acceptable if accent items or sample outfits were intentionally displayed on the fixtures.*

☐ Yes

☐ No

1. Rate your satisfaction with the quality and style relevance of the items on display:

*Assess the items based on how well they align with current fashion trends and your impression of how well they are made.*

☐ Highly satisfied

☐ Somewhat satisfied

☐ Neutral

☐ Somewhat dissatisfied

☐ Highly dissatisfied

## Associate Interaction

2. Were all associates dressed professionally?

*TORRID associates should be dressed professionally and fashionably to reflect their position as experts.*

☐ Yes

☐ No

3. How long were you in the store before you were verbally greeted by a sales associate?

*If you were not acknowledged until you asked for assistance after waiting 5 minutes, select '5 minutes or more.'*

☐ Less than 1 minute

☐ 1 minute to less than 2 minutes

☐ 2 minutes to less than 5 minutes

☐ 5 minutes or more

4. Did sales associates you encountered who were not assisting other customers greet you in a welcoming manner or acknowledge you with a smile, nod, wave, or direct eye contact?

*"Encountered" is defined as any associate you came within 10 feet of and within their line of sight.*

- ☐ Yes ☐ N/A – All associates were assisting other customers  
☐ No

5. How were the sales associates engaged when you arrived?

*Select all that apply.*

- ☐ Assisting customers on sales floor or in fitting room ☐ Folding/arranging items on displays  
☐ Assisting customers at register ☐ Organizing fitting rooms  
☐ Stocking displays ☐ Other work-related tasks  
☐ None of the above

6. Did the associate begin the interaction by speaking to you with interest and appropriate enthusiasm, giving you a positive first impression of the brand?

- ☐ Yes ☐ No

7. Did the associate ask open-ended questions and provide you with fit guidance by offering alternative sizes, silhouettes, or styles?

*The associate should ask what kind of item(s) you are looking for and ensure you have options to choose from when selecting what you will take to the fitting room.*

- ☐ Yes ☐ No

8. Did the associate listen attentively and show patience when discussing items with you?

- ☐ Yes ☐ No

9. Did the associate mention any promotions or suggest any complementary items or accessories?

*This includes mention of any items in addition to the one(s) you had selected to try on and/or purchase.*

- ☐ Mentioned promotions and suggested additional items ☐ Only suggested additional items  
☐ Only mentioned promotions ☐ No, didn't mention promotions or additional items

10. If an item was not available in your preferred size or color, did the associate offer to order it for you?

- ☐ Yes ☐ N/A  
☐ No

11. Did the service provided make you feel confident about the item you chose, the fit, and the brand?

- ☐ Yes ☐ No

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

*Answer based on how the interaction felt after you checked out and departed.*

- ☐ Empathetic and caring (engaging, friendly, not rushed) ☐ Disinterested (indifferent, not engaging, distracted)  
☐ Operational (polite but robotic, just going through the motions) ☐ Poor (unhelpful, unkind, or rude)

13. If Disinterested or Poor, please explain how the service gave that impression:

## Fitting Room

14. Did any associate offer a fitting room or escort you to the fitting rooms?

☐ Yes

☐ No

15. Was the fitting room clean, in good repair, and free of merchandise?

*Upload a photo of the item you brought to the fitting room, with the tag visible. Avoid capturing a picture of yourself/your reflection in the mirror. Answer Yes if the fitting room was clean, well lit, vacuumed, and free of left behind merchandise, tags, and empty hangers.*

☐ Yes

☐ No

16. Did any sales associate check in with you after you entered the fitting room?

☐ Yes

☐ No

17. If Yes, how long did you wait before someone checked in with you?

☐ Less than 2 minutes

☐ 5:01-7 minutes

☐ 2:01-4 minutes

☐ More than 7 minutes

☐ 4:01-5 minutes

☐ N/A – No associate checked in with me

18. Did any sales associate offer to bring you any additional sizes, colors, or styles while in the fitting room?

☐ Yes

☐ N/A – No associate checked in with me

☐ No

## Purchase Experience

19. Was the register area clean and free from clutter?

☐ Yes

☐ No

20. Were the register associates working quickly to assist you and other customers with purchases in a timely manner?

☐ Yes

☐ No

21. Was the register associate helpful and friendly?

☐ Yes

☐ No

22. Was the associate focused on you during the transaction and not distracted by other associates?

*Answer Yes if the associate engaged with you but paused briefly to be friendly with another customer.*

☐ Yes

☐ No

23. Did the associate mention the Torrid Insider loyalty program and the Torrid credit card?

☐ Yes – both Torrid Insider and credit card were mentioned

☐ Yes – only credit card was mentioned

☐ Neither was mentioned

☐ Yes – only Torrid Insider was mentioned

☐ N/A – already an Insider or card holder

24. Did the price marked on the item ring up correctly at the register, factoring in any active promotions?

☐ Yes

☐ No

25. As you departed, did any associate smile, thank you, or make a pleasant parting statement?

*For example, "Thanks," "Take care," "Enjoy your day," or something similar from the register associate or another associate.*

☐ Yes☐ No

## Overall Impression

26. Overall, how did this experience make you feel?

*Select all that apply.*

☐ Confident☐ Comfortable☐ Included/welcome☐ Stylish☐ Respected☐ None of these

27. How did this experience impact your future potential to visit?

☐ More likely to return☐ Less likely to return☐ No change (not more or less likely to visit again)

28. When shopping anywhere, what are the top three elements that make you more likely to visit again?

*Select 3 responses.*

☐ Welcoming atmosphere (lighting, music, décor)☐ Courteous/friendly/helpful service☐ Product selection has sufficient variety, but number of options is not overwhelming☐ Relevance of styles on display☐ Availability of various sizes☐ Store is clean and easy to move through☐ Displays are visually appealing☐ Well-organized racks and drawers☐ Ease of locating the item(s) I am shopping for☐ Speed of service☐ Products are of high quality☐ Products are a good value☐ Staff member appearance☐ Staff member professionalism☐ Brand is one I align with on vision☐ Brand has reached out to connect with me

29. Which one of these brands do you most prefer for apparel?

*Select your favorite place to shop from the brands listed below.*

☐ Torrid☐ Walmart☐ Target☐ Amazon☐ TJ Maxx/ Marshalls/ Ross Dress for Less☐ Macy's/ Dillards/ Bloomingdales/ Belk☐ Kohls/ JCPenney☐ Old Navy☐ Zara☐ Anthropologie☐ American Eagle Outfitters☐ Lululemon☐ Nordstrom Rack☐ Temu/ Shein☐ Lane Bryant

30. What does your preferred brand do so well that you would choose it over the store you visited today?

*Select all that apply.*

☐ Proximity of the location to work or home☐ Warm, welcoming atmosphere (lighting, music, décor)☐ Clean store, easy to move through☐ Well organized product displays☐ Courteous/friendly/helpful service☐ Relevance of styles on display☐ Availability of various sizes☐ Ease of locating the item(s) I needed☐ Quality products☐ Product selection has sufficient variety but is not overwhelming☐ Value of the products☐ Staff member professionalism☐ Brand is one I align with on vision☐ Brand has reached out to connect with me☐ N/A – Torrid is my favorite

31. How likely are you to return to this location based on your experience?

*10 = Extremely Likely, 0 = Extremely Unlikely*

- |                             |                            |
|-----------------------------|----------------------------|
| <input type="checkbox"/> 10 | <input type="checkbox"/> 4 |
| <input type="checkbox"/> 9  | <input type="checkbox"/> 3 |
| <input type="checkbox"/> 8  | <input type="checkbox"/> 2 |
| <input type="checkbox"/> 7  | <input type="checkbox"/> 1 |
| <input type="checkbox"/> 6  | <input type="checkbox"/> 0 |
| <input type="checkbox"/> 5  |                            |

32. How likely are you to recommend this location to others based on your experience?

*10 = Extremely Likely, 0 = Extremely Unlikely*

- |                             |                            |
|-----------------------------|----------------------------|
| <input type="checkbox"/> 10 | <input type="checkbox"/> 4 |
| <input type="checkbox"/> 9  | <input type="checkbox"/> 3 |
| <input type="checkbox"/> 8  | <input type="checkbox"/> 2 |
| <input type="checkbox"/> 7  | <input type="checkbox"/> 1 |
| <input type="checkbox"/> 6  | <input type="checkbox"/> 0 |
| <input type="checkbox"/> 5  |                            |

33. Overall comments:

*Describe your interaction with the associate who primarily assisted you, greetings from other associates you encountered, the fitting room process, and all observations regarding store appearance. Include supporting commentary for any questions answered No.*

34. Upload a photo of your receipt showing the item purchased and amount spent:

END OF QUESTIONNAIRE