APPLIANCE STORE

CUSTOMER EXPERIENCE
SHOPPING FOR APPLIANCE

INSTRUCTIONS • QUESTIONNAIRE

Evaluate the customer service experience by visiting an assigned CITY HOME location to interact with a Smart Home Consultant about purchasing a new appliance. No purchase is required or will be reimbursed.

Before You Begin

- Review your shop confirmation
- Know your scenario
- Plan plenty of time to conduct the shop

Don't Forget!

- Pose as needing an appliance
- Make a purchase objection
- Collect a business card
- Date & sign the business card before uploading with your report

General Requirements

- Read all instructions and the entire questionnaire before you complete the shop.
- Visit the CITY HOME location listed in your shop confirmation.
    - Make sure you enter the correct store.
- Complete the shop alone. Plan to spend 20-30 minutes in the store.
- Interact with a Smart Home Associate while posing as a serious buyer who is replacing an appliance for a kitchen or laundry room.
- Get a business card to upload with your report. Ask for a card if you are not offered one.
- Do not capture associates in any photos taken inside the showroom.
- You are not required to make a purchase and will not be reimbursed for any purchase made.
- Submit your report to shopperhub.cxgroup.com within 12 hours of completing the shop.
- Retain all documentation for six months following your shop.
- You or your immediate family members cannot have ever worked for CITY HOME.

Shop Instructions

Step #1: Visit the assigned store to evaluate the in-store customer experience

- Enter the CITY HOME store as indicated in your shop confirmation.
- Pose as shopping for a new kitchen appliance (e.g., refrigerator, range, dishwasher, over-the-range microwave) OR a laundry appliance (washer, dryer, or set).
- Look for signage pointing to the appliance section.

- When greeted, accept assistance. Do not say you would just like to look around.
    - If not greeted or approached after 5 minutes, seek out an associate and request help finding appliances.

Step #2: Interact with a Smart Home Consultant

- Smart Home Consultants are trained on selling appliances and wear all black.
    - Do not request a Smart Home Consultant. Simply ask if there is someone who can help you with appliances.
    - If a Smart Home Consultant is not available, accept assistance from a manager.
    - Do not leave the store without assistance. If neither a Smart Home Consultant nor a manager is available, accept assistance from an associate who offers help.
- Allow the consultant to take the lead in the conversation by asking questions about your needs.
- Answer questions based on your own preferences (brand, kitchen layout, laundry setup, etc.).
- Do not rush the interaction. Allow the consultant the time they feel is necessary to assist you.
- Do not ask to be left alone to browse. This is to see if the consultant initiates separation.

Step #3: Raise an objection for why you can't make the purchase that day

- At the end of the discussion, tell the consultant you would like to visit other stores before making a decision.
    - The purpose of this statement is to see how they respond and if they try to get you to commit to the future purchase in some way.

Step #4: Look for pricing & try out displays

- Browse the full suite of appliances and look for pricing to determine visibility.
- Try out at least 5 of the displays to determine if they are in working order.

Step #5: Request a business card, and get the consultant's name

- Ask for the consultant's name (if not provided) and business card and say you will contact them if you decide to make a purchase.
    - Date and sign the business card when out of view of the consultant.
    - Upload a copy of the signed and dated business card with your report.
- All locations have generic business cards if your consultant does not have a personal one.
    - If you are unable to obtain one, ask for a manager's card. The photo must be date/time stamped.

QUESTIONNAIRE

Shop date:

Start time:

End time:

Store Appearance

1. Date and time of the in-store visit:
Example format: 8/17/2026 4:08 PM

2. Did the exterior parking lot, sidewalks, and landscaping appear free of debris and well maintained?
[ ] Yes
[ ] No, minimal litter or debris visible
[ ] No, excessive litter or debris visible

3. Was it easy to navigate the Smart Home Zone?
The Smart Home Zone includes home technology and devices (security cameras, sound equipment, etc.). When answering, think about the flow of the store. (Was it easy to find the appliance area?, Were there any obstructions in the walkways?, Were there clear signs directing you to the Smart Home Zone/appliances?, etc.)
[ ] Yes
[ ] No

4. Were all appliance products you observed tagged with pricing and easy to read?
[ ] Yes
[ ] No, 5 or fewer items had a price display that was not easy to read
[ ] No, more than 5 items not tagged and/or easy to read

5. Were the appliance displays in good working condition (e.g., powered on, doors functional, controls operable)?
[ ] Yes, all displays appeared fully functional
[ ] No, some displays had minor issues (1-2 items)
[ ] No, multiple displays were not working or in poor condition (more than 2)

6. How easy was it to find the appliances within the showroom?
[ ] 5 – Very easy
[ ] 4 – Easy
[ ] 3 – Neutral
[ ] 2 – Difficult
[ ] 1 – Very difficult

7. Were there visible directional signs or guides pointing to the appliances?
[ ] Yes
[ ] No

Initial Sales Associate Interaction

8. Once your interest in the appliances was identified, were you introduced to or handed off to a Smart Home Consultant?
Only Smart Home Consultants or managers can assist with appliances. Smart Home Consultants should be dressed in all black. If the first associate you encountered was the Smart Home Consultant who assisted you with appliances, select Yes.
[ ] Yes
[ ] No

9. If no, describe what happened instead:

10. How seamless was the handoff from the sales associate to the Smart Home Consultant?
Select N/A if the associate who initially offered assistance was the Smart Home Consultant who helped you with the appliances.
[ ] 5 – Very seamless
[ ] 4 – Smooth
[ ] 3 – Acceptable
[ ] 2 – Somewhat disjointed
[ ] 1 – Very disjointed
[ ] N/A

11. Explain your perception of the handoff experience:

Smart Home Consultant Interaction

12. When you found the appliances, were you greeted by a Smart Home Consultant within 1 minute of entering the zone?
[ ] Yes
[ ] No, 2-5 minutes
[ ] No, more than 5 minutes
[ ] Not greeted (had to ask for help)

13. Did the Smart Home Consultant introduce themselves and ask for your name?
[ ] Ye
[ ] No, introduced themselves but did not ask for my name
[ ] No, asked for my name but did not introduce themselves
[ ] Neither

14. Name of the Smart Home Consultant:

15. Smart Home Consultant hair color:

16. Did the Smart Home Consultant attempt to connect by initiating a general conversation with you before talking about products?
Answer Yes if the Smart Home Consultant spoke to you initially about anything other than appliances (e.g., the weather, your day, a home renovation project, etc.).
[ ] Yes
[ ] No

17. Did the Smart Home Consultant offer to look you up in the system if you've shopped at CITY HOME before or offer to add you to the system if you have not shopped there before?
[ ] Yes, offered to look me up (I've been there before)
[ ] Yes, offered to add me (I'm new to CITY HOME)
[ ] No

18. Did the Smart Home Consultant present the CITY HOME VIP credit cardholder benefits?
[ ] Yes
[ ] No

19. If yes, which of the following VIP cardholder benefits did the Smart Home Consultant mention?
Select all that apply.
[ ] No annual fee
[ ] No down payment
[ ] Monthly payments (6, 12, or 60 months special financing)
[ ] Up to $1,000 in statement credits
[ ] VIP access to special events
[ ] Free upgrade to same day delivery
[ ] N/A

20. Did the Smart Home Consultant ask questions to understand what you were shopping for and what your preferences are?

[ ] Yes [ ] No

21. Describe how you presented the scenario:
Enter the appliance you indicated you were shopping for, what room it was for, why you were replacing or purchasing new, etc.

22. Did the Smart Home Consultant make you aware of any in-store promotions?
[ ] Yes [ ] No

23. Did the Smart Home Consultant present the Samsung Appliance Demo featuring Smart Things Technology?
[ ] Yes [ ] No

24. Did the Smart Home Consultant demonstrate or physically show you how to use features on the appliances?
For example, opened refrigerator compartments, showed control panel features, demonstrated door-in-door or adjustable shelving, operated washer/dryer controls, etc.).
[ ] Yes, demonstrated features on multiple appliances
[ ] Yes, demonstrated features on one appliance
[ ] No, only described features verbally
[ ] No, did not demonstrate or describe any features

25. Did the Smart Home Consultant recommend a bundle package (multiple matching appliances from the same brand/finish)?
[ ] Yes [ ] No

26. Did the Smart Home Consultant attempt to introduce other categories within the Smart Home Zone (e.g., electronics, home gym, outdoor kitchen, etc.)?
[ ] Yes [ ] No

27. Did the Smart Home Consultant discuss installation, delivery, or haul-away of existing appliances?
[ ] Yes, mentioned all three (delivery, installation, and haul-away)
[ ] Yes, mentioned one or two of the above
[ ] No, did not mention delivery, installation, or haul-away

28. Did the Smart Home Consultant discuss any product protection plans?
[ ] Yes [ ] No

29. Did the Smart Home Consultant initiate separation from you while you browsed?
Answer Yes if the Smart Home Consultant said they would let you look and walked away without you requesting time alone to look.
[ ] Yes [ ] No

30. Did the Smart Home Consultant present the price in the form of monthly payments?
[ ] Yes [ ] No

31. Which best describes how the Smart Home Consultant presented or demonstrated the features and benefits of the appliances?
[ ] Very detailed – explained clearly, I fully understood the value of the features and benefits
[ ] Informative – I needed more information to fully understand the value of the features and benefits
[ ] Limited – only discussed the basics (brand, size – did not discuss features and benefits of the product)

32. Which best describes how the Smart Home Consultant asked for the sale?

[ ] Asked in a comfortable/natural manner
[ ] Asked in an awkward or out of place manner
[ ] Asked in a pushy manner
[ ] Did not specifically ask for the sale in any manner

33. What did the Smart Home Consultant say when asking for the sale?

34. When you stated your objection to closing the sale that day, did the Smart Home Consultant bring in a manager to help close the sale?

[ ] Yes
[ ] No

35. If yes, describe the impact the manager had on your shopping experience:

Smart Home Consultant

36. Was the Smart Home Consultant well groomed?

[ ] Yes
[ ] No

37. Which best describes the Smart Home Consultant's tone and interaction with you?

[ ] Listened attentively, assisted without interruption/distraction, and did not make me feel rushed
[ ] Listened but seemed distracted by things going on around them
[ ] Did not listen, appeared disengaged/unfocused, or made me feel rushed

38. Based on your shopping experience with this Smart Home Consultant, how likely would you be to purchase an appliance from them?

Consider the Smart Home Consultant you interacted with only, not the store itself.

[ ] 5 – Highly likely
[ ] 4 – Likely
[ ] 3 – Neutral
[ ] 2 – Not likely
[ ] 1 – Not at all likely

39. Describe the conversation and showroom experience:

Provide a detailed summary of the visit, from start to finish. Comment on the initial greeting, the Smart Home Consultant's approach to assisting you, the level of interaction you had with them, suggestions they made or items they showed you based on your expressed needs, etc.

Overall Impression

40. Based on this shopping experience, would you consider buying from CITY HOME if you were in the market for a new appliance?

Consider the entire experience (interaction with the Smart Home Consultant, product style/availability, price, etc.).

[ ] Definitely
[ ] Probably
[ ] Possibly
[ ] Probably not
[ ] Definitely not

41. Explain why or why not:

42. Would our appliance styles, selection, and prices meet your home needs?

[ ] Yes
[ ] No

43. Explain why or why not:

44. Based on this shopping experience, how likely are you to purchase from this store over a competitor's store for your appliance needs?

[ ] Very likely, the experience was much better than with other appliance or home stores
[ ] Likely, the experience was slightly better than with other appliance or home stores
[ ] Neutral, the experience did not sway me one way or the other
[ ] Not likely, the experience was slightly worse than with other appliance or home stores
[ ] Not at all likely, the experience was much worse than with other appliance or home stores

45. Based on this experience, how likely are you to recommend CITY HOME to someone you know?

10 = Extremely likely; 0 = Not at all likely

[ ] 10
[ ] 9
[ ] 8
[ ] 7
[ ] 6
[ ] 5
[ ] 4
[ ] 3
[ ] 2
[ ] 1
[ ] 0

46. Upload a clear, readable copy of the Smart Home Consultant's business card:

Remember to sign and date the card before uploading it.

END OF QUESTIONNAIRE