COMPETITOR
SERVICE ASSESSMENT

INSTRUCTIONS • QUESTIONNAIRE

Visit a grocery store to perform an anonymous evaluation of the Produce, Bakery-Deli, and Meat-Seafood areas as well as the Pharmacy (if present). Make a purchase of any item to get a receipt. Also evaluate and make a purchase at the Fuel Station if the store has one.

Before You Begin

- Review your shop confirmation
- Know the departments to visit
- Review purchase requirements
- Have a device to record wait times

Don't Forget!

- Arrive after 11:00 AM but before 6:30 PM
- Get the names of the associates
- Take and upload all photos
- Meet minimum purchase requirement

General Requirements

- Read all instructions and the entire questionnaire before you complete the shop.
- Understand that this assignment can have up to 3 parts:
    - All shops require an evaluation of the grocery store (Produce, Bakery-Deli, Meat-Seafood).
    - Your shop confirmation will specify if you also need to visit Pharmacy and/or Fuel Station.
    - Pharmacy will be inside the grocery store. Fuel Station may be on the same property as the grocery store or nearby (your shop confirmation may have a fuel station address).
- Follow the correct shopper path for this assignment:
    - Go inside the grocery store first. The address can be found in your shop confirmation.
    - Make all store department observations, including evaluating the Pharmacy, if required.
    - Evaluate the Fuel Station, if required, after leaving the grocery store (on the same day).
- Start your visit within the time window listed in your confirmation email. Complete all counter assessments by the time stated in your confirmation.
- Spend a minimum of 15 minutes in the grocery store, and complete the shop alone.
- If assigned Pharmacy, check the pharmacy hours of the store you're visiting before your shop.
    - Do not shop the pharmacy between 2:00pm-3:00pm (pharmacy staff lunch break).
    - All pharmacies close by 6pm, some close by 5pm, and some are not open on weekends.
- Meet the minimum purchase requirement:
    - Buy 3 or more items total from the grocery store.
    - If assigned Fuel Station, you must also make a purchase at the fuel station (any item).
    - Get receipt(s) to upload with your report. Ask for a receipt if you are not offered one.
- Submit your report to shopperhub.cxgroup.com within 12 hours of completing the shop.

- Upload the entire receipt image with your report, including the date/time and register number.
    - If you cannot fit the receipt into one photo, upload photos of the top half and bottom half.
    - Your uploaded receipt must be legible. If it is not, you will receive a Clarifications request.
    - If assigned Fuel Station, upload two receipts (one each for grocery store and fuel station).
- Retain all documentation for six months following your shop.
- You or your immediate family members cannot have ever worked in the past 10 years for Harris Teeter nor currently work for any other local grocery retailer.

Grocery Store: General Organization & Restroom

- Pay attention to the parking lot and front end to observe if associates are providing carryout service, assisting customers in another manner in the parking lot, or actively retrieving carts.
- Look around the grocery store in general to assess whether it appears well kept and organized.
    - A single display or part of a shelf can need organization, and that's okay. Only assesses the large-scale presentation of the store. Unless an entire aisle or department looks disorganized or not maintained, the store can be considered organized.
- Photo: Discreetly take a photo of any entire aisles/areas in need of organization.
    - Do not allow associates to see you taking the photo.
    - Do not photograph any areas that an associate is actively resetting or organizing.
- Visit the restroom before visiting individual departments. All stores have public restrooms.
    - Look for cleanliness and maintenance issues that are long-term in nature (e.g., soiled toilets, overflowing trash cans, excessive debris, missing supplies, or buildup of dirt).
    - Do not assess any issues present due to recent use within the last hour (e.g., unflushed toilets, water on the mirror or sink counter, or paper towel remnants on the floor).
    - Toilet tissue, hand soap, and paper towels OR a working hand dryer should be available.
        - Some locations have built-in hand dryers that look like wings on the faucet.

Grocery Store: Sales Floor Associate Interaction

- Only assess associates in store uniforms, not vendors stocking shelves, sushi chefs, etc.
- Get the name of every associate you encounter. Stand in clear sight of the associate so they can see you and you can see their nametag.
- Associates working on the sales floor/in the aisles should acknowledge customers as they pass unless they are actively conversing with or assisting another customer.
    - Pay attention to any associates you come within 10 feet of and within their line of sight.
    - Do not assess associates who are actively engaged with other customers.
- Required: Ask any associate (just one, anywhere in the store) who is not behind a counter or register to help you find an item.
    - Associate must be on the sales floor and wearing a store uniform (not a vendor).
    - Ask about any item the store sells, as long as it's not within sight of where you're standing.
    - Allow the associate to fully assist you (walking you to the item or getting other help).

Grocery Store: Produce Observations

- Check the freshness of the produce in the department as a whole.
    - Look at the unpackaged fresh green wall. Check the greens to ensure they appear wet and crisp (no dryness, rusty edges, or wilting).
    - Check the cut fruit cooler, and also look at the strawberries, blueberries, raspberries, and grapes on display for any signs of mold.
    - Photo: If any freshness issues are noted, discreetly take a photo out of sight of associates.
- Look for items you would normally purchase to confirm everything you usually shop for is in stock.
    - Only answer No if an item is out of stock, as indicated by an empty spot with signage. Do not answer No if an item is not carried in the store.
- Note whether an associate is available in Produce at any point during your observations.
    - You do not need to interact with them unless you have a question of your own to ask.
    - The purpose is to confirm that customers who need help can easily get assistance.
- Note whether the Produce floor is clean and dry. Minor debris on the floor mats is acceptable, provided it does not pose a safety hazard.
- Evaluate the overall Produce department cleanliness. This includes the produce displays and wet rack, which should all appear neat and clean. Do not include the floor in this assessment.

Grocery Store: Bakery-Deli Interaction & Observations

- Assess the cleanliness of the Bakery and Deli areas. Both should be clean, stocked, and organized in a way that implies associates are tending to them regularly.
    - Check all Bakery displays (donut case, cakes, and tables) for stock and organization. Bakery floors should be clean and dry.
    - Assess the refrigerated Deli displays, cheese shop, fresh slice case, and pizza area. Deli floors should be clean and dry.
- Visually assess the freshness of the Bakery and Deli products.
    - Bakery products should not appear dry, discolored, or have any signs of mold or condensation in their packaging.
    - Deli items should not appear dry, discolored, or have any signs of mold.
    - Photo: If any freshness issues are noted, discreetly take a photo out of sight of associates.
- If an associate is not present after waiting 5 minutes at the Deli counter, go to Customer Service and ask for a Deli associate to be paged.
- Required: Either ask a question or buy at least ¼ pound of sliced meat or cheese from an associate at the Deli counter.
    - If you ask a question, your question must be about an available item in the service case.
    - If you make a purchase, your order must be placed with an associate at the counter and sliced while you wait. (Kiosk orders or pre-sliced meat or cheese are not acceptable.)

Grocery Store: Meat-Seafood Interaction & Observations

NOTE: A full-service Meat or Seafood counter has a display case with items for sale that a customer is unable to select on their own. A case that only contains items a customer could take without assistance is not a full-service counter.

- Assess the cleanliness of the Meat-Seafood area. It should be clean, stocked, and organized in a way that implies associates are tending to it regularly.
- Assess the Meat-Seafood display case(s), freezers, and bins for stock levels and organization. Floors across the Meat-Seafood department should be clean and dry.
- Observe the freshness of the meat and seafood items. Products should not have any signs of dryness, discoloration, or freezer burn.
    - **Photo:** If any freshness issues are noted, discreetly take a photo out of sight of associates.
- If an associate is not present on either the Meat or Seafood side of the counter, press the service button. After pressing the button or if no button is available, wait at the counter for 5 minutes. If an associate is still not present, go to Customer Service and ask for a Meat or Seafood associate to be paged.
- **Required:** Either ask a question or buy any meat or seafood item from an associate at the counter, such as ¼ lb. shrimp, a single fish fillet, ½ lb. ground beef, or a single chicken breast.
    - If you ask a question, it must be about an available item in the service case.
    - If you make a purchase, your order must be placed with an associate at the counter and packaged while you wait. (Kiosk orders or pre-packaged items are not acceptable.)
- You can interact with an associate at the Meat or Seafood counter, no need to assess both.

Grocery Store: Pharmacy Associate Interaction

- If the store has a Pharmacy, you are required to evaluate it during your visit.
- Join the line at the Pharmacy counter to assess the wait time vs. the number of customers.
- If the Pharmacy associate is working alone and other customers need assistance, you can make a second attempt to evaluate the Pharmacy later on rather than wait. You are NOT permitted to leave the store without having a direct interaction with the Pharmacy associate yourself.
- When assisted, ask the Pharmacy associate the two required questions:
    - **Required question #1:** Ask the location of an over-the-counter (OTC) medication.
        - Example: "Can you tell me where I can find (Tylenol PM/Excedrin/Advil/Mucinex)?"
        - Do not ask about a product within sight of where you're standing.
        - After the entire interaction, follow the directions given to see if they're accurate.
    - **Required question #2:** Ask a specific question about the product you asked to locate.
        - Examples: "Does it have any side effects that I should know about?", "Will it cause drowsiness?", "Will it help with migraines/muscle aches?", etc.

Grocery Store: Checkout Interaction & Observations

- After selecting 3 or more items, check out using any available method.
- If you use self-checkout, confirm a self-checkout associate is present. They may be at the front of self-checkout or recruiting customers from full-service lanes.
- Get the cashier or self-checkout associate's name from their nametag (or from your receipt).

Fuel Station Instructions

- If assigned to evaluate Fuel Station, you must evaluate it right after leaving the grocery store.
- Join the line at the kiosk to assess the wait time compared to the number of customers in line.
- Purchase a small item at the kiosk to get a receipt as proof of shop.
    - A few stations only sell tobacco products. If you visit one of these, purchase a tobacco product or a small amount of fuel (pay the cashier, not at the pump).
- Get the Fuel associate's name from their nametag (or from your receipt once printed).
- **Required:** Ask the Fuel associate any relevant question to evaluate their knowledge.

QUESTIONNAIRE

Shop date:

Start time:

End time:

Store Organization + Atmosphere

1. Did the store present an organized and inviting appearance in all areas?
Look around the store in general – does it look well kept and organized? Answer Yes unless an entire aisle or department looks disorganized or not maintained. A single display or part of a shelf can need organization and still get a Yes, as this question is assessing the large-scale presentation of the store.
[ ] Yes
[ ] No

2. If no, which area of the store had the most notable issue with organization, and what was seen?
Upload a photo showing the most disorganized area noted. Do not photograph any areas that an associate is actively resetting or organizing.

3. Was the store atmosphere welcoming when you first arrived?
Assess lighting, overall cleanliness, ambient music (if audible), and visual appeal of the displays.
[ ] Yes
[ ] No

4. Was the restroom clean, well stocked, and free of maintenance issues?
Toilet tissue, hand soap, and paper towels OR a working hand dryer should be available. Answer No if the restroom did not appear to have been cleaned after use by several customers/over time (soiled toilets, overflowing trash cans, excessive debris, missing supplies, or buildup of dirt on the sinks, fixtures, or floor). Answer Yes if any cleanliness issues appeared to be due to one person's recent use (unflushed toilets, water on the mirror or sink counter, or paper towel remnants on the floor).
[ ] Yes – restroom was clean and well stocked with no maintenance issues
[ ] Yes – restroom was clean and well stocked but had a maintenance issue
[ ] No
[ ] N/A – restroom was out of order

5. Select all issues noted in the restroom:
Select all that apply.
[ ] Restroom needed cleaning
[ ] Toilet tissue dispenser was empty
[ ] Hand soap was not available
[ ] Paper towels and a working hand dryer were both unavailable
[ ] Restroom had a maintenance issue
[ ] N/A

6. If the restroom had a maintenance or cleanliness issue, please explain:

Produce

7. As you browsed across the entire Produce department, were all products you observed fresh and appealing?
Observe the freshness of the produce, including the unpackaged fresh green wall. Check the greens to ensure they appear wet and crisp (no dryness, rusty edges, or wilting). Check the cut fruit cooler, and also look at the fresh

strawberries, blueberries, raspberries and grapes on display for any signs of mold. Also note any freshness issues for any other items that would be a part of your normal shopping trip.

[ ] Yes [ ] No

8. If no, upload a photo showing what was not fresh and appealing, and briefly explain what was noted:

9. As you browsed across the entire Produce department, look for the items you would purchase on a routine grocery shopping trip. Was everything you usually shop for in stock?

Answer this question as if you were completing your typical grocery shopping. Only answer No if an item is out of stock, as indicated by an empty display with signage. Do not answer No if an item is not carried in the store.

[ ] Yes [ ] No

10. If no, which items do you usually shop for that were not in stock?

11. Was a Produce associate available for assistance if needed?

This includes associates actively stocking or otherwise available within the produce department.

[ ] Yes [ ] No

12. Was the Produce floor free from excessive debris?

Minor debris on the floor mats is acceptable for a Yes, provided it does not pose a safety hazard.

[ ] Yes [ ] No

13. Was the Produce department clean overall?

Evaluate the overall department cleanliness. This includes the produce displays and unpackaged fresh greens wall, which should all appear neat and clean. Do not include the floor in this assessment.

[ ] Yes [ ] No

Fresh Foods (Bakery-Deli)

14. Was the Bakery area clean, stocked, and organized in a way that implied associates were tending to it regularly?

Assess the donut case, cakes, displays, and tables for stock and organization. Bakery floors should be clean and dry.

[ ] Yes – Bakery was clean, stocked, and well organized
[ ] Bakery was clean and stocked, but had some organization issues
[ ] Bakery was stocked and organized, but had some cleanliness issues
[ ] Bakery was clean and organized, but had some empty areas or low stock items
[ ] No – issues noted with stock, cleanliness, and organization

15. List any items that were empty or low stock in Bakery:

16. Was the Deli area clean, stocked, and organized in a way that implied associates were tending to it regularly?

Assess the refrigerated displays, cheese shop, fresh slice case, and pizza area. Floors should be clean and dry.

[ ] Yes – Deli was clean, stocked, and well organized
[ ] Deli was clean and stocked, but had some organization issues
[ ] Deli was stocked and organized, but had some cleanliness issues
[ ] Deli was clean and organized, but had some empty areas or low stock items
[ ] No – issues noted with stock, cleanliness, and organization

17. List any items that were empty or low stock in Deli:

18. As you browsed across the entire Bakery/Deli area, were all products you observed fresh and appealing?

Products should not appear dry, discolored, or have any visible signs of mold.

[ ] Yes [ ] No

19. If no, upload a photo showing what was not fresh and appealing, and briefly explain what was noted:

20. When you approached the counter to ask for assistance, was a Deli associate available within a reasonable amount of time?

Assess the wait time you experienced compared to the number of customers ahead of you waiting or actively being assisted. Answer Yes if associates were actively working to assist customers to minimize wait time. Answer N/A if you waited 5 minutes but associates were still working with other customers and not yet able to greet you.

[ ] Yes
[ ] No
[ ] N/A – associate was actively assisting another customer

21. If no, please explain:

22. Name of Deli associate:

This refers to the associate who assisted you at the Deli counter. If unable to obtain the name, provide enough physical description points to identify the associate (gender, hair color, height, age, glasses, beard, etc.).

23. If you were unable to obtain the Deli associate's name from their nametag, select the reason:

[ ] Nametag not worn
[ ] Nametag obscured by counter
[ ] Nametag obscured by article of clothing
[ ] Nametag worn, but name not readable for another reason
[ ] N/A – name was obtained from nametag

24. When you were assisted, did the Deli associate listen attentively and speak with you patiently?

This refers to when you were interacting with an associate at the counter. The intent is to make sure associates are providing customers with attentive, patient, and polite customer service.

[ ] Yes [ ] No

25. Did the Deli associate offer additional assistance or make a parting statement once your interaction ended?

This could be offering additional items or service or a closing statement such as, "Thanks," "Take care," "Enjoy your day," or something similar.

[ ] Yes [ ] No

Meat-Seafood

26. Was the Meat/Seafood department clean, stocked, and organized in a way that implied associates were tending to it regularly?

Assess the Meat and Seafood display case(s), freezers, and bins for stock levels and organization. Floors across the Meat-Seafood department should be clean and dry.

[ ] Yes – Meat/Seafood department was clean, stocked, and well organized
[ ] Meat/Seafood department was clean and stocked, but had some organization issues
[ ] Meat/Seafood department was stocked and organized, but had some cleanliness issues
[ ] Meat/Seafood department was clean and organized, but had some empty areas or low stock items
[ ] No – issues noted with stock, cleanliness, and organization

27. List any items that were empty or low stock in Meat/Seafood:

28. As you browsed across the entire Meat/Seafood area, were all products you observed fresh and appealing?

Products should not have any signs of dryness, discoloration, or freezer burn.

[ ] Yes
[ ] No

29. If no, upload a photo showing what was not fresh and appealing, and briefly explain what was noted:

30. When you approached the counter to ask for assistance, was a Meat/Seafood associate available for assistance within a reasonable amount of time?

Assess the wait time you experienced compared to the number of customers ahead of you waiting or actively being assisted. Answer Yes if associates were actively working to assist customers to minimize wait time. Answer N/A if you waited 5 minutes but associates were still working with other customers and not yet able to greet you.

[ ] Yes
[ ] No
[ ] N/A – associate was actively assisting another customer
[ ] N/A – no full-service meat or seafood counter

31. If no, please explain:

32. Name of Meat/Seafood associate:

This refers to the associate who assisted you at the Meat/Seafood counter – you may interact with an associate on either side if these are two distinct counters. If unable to obtain the name, provide enough physical description points to identify the associate (gender, hair color, height, age, glasses, beard, etc.).

33. If you were unable to obtain the Meat/Seafood associate's name from their nametag, select the reason:

[ ] Nametag not worn
[ ] Nametag obscured by counter
[ ] Nametag obscured by article of clothing
[ ] Nametag worn, but name not readable for another reason
[ ] N/A – name was obtained from nametag
[ ] N/A – no full-service meat or seafood counter

34. When you were assisted, did the Meat/Seafood associate listen attentively and speak with you patiently?

This refers to when you were interacting with an associate at the counter. The intent is to make sure associates are providing customers with attentive, patient, and polite customer service.

[ ] Yes
[ ] No
[ ] N/A – no full-service meat or seafood counter

35. Did the Meat/Seafood associate offer additional assistance or make a parting statement once your interaction ended?

This could be offering additional items or service or a closing statement such as, "Thanks," "Take care," "Enjoy your day," or something similar.

[ ] Yes
[ ] No
[ ] N/A – no full-service meat or seafood counter

Pharmacy

36. When you approached the counter to ask for assistance, was a Pharmacy associate

available for assistance within a reasonable amount of time?

Assess the wait time you experienced compared to the number of customers ahead of you waiting or actively being assisted. Answer Yes if associates were actively working to assist customers to minimize wait time. If the Pharmacy associate is working alone and other customers need assistance for more than 5 minutes, make a second attempt to visit later on and wait another 5 minutes. You must have a direct interaction with the Pharmacy associate.

[ ] Yes
[ ] No
[ ] N/A – associate was actively assisting another customer for more than 5 minutes on both attempts
[ ] N/A – pharmacy closed
[ ] N/A – no pharmacy

37. Name of Pharmacy associate:

This refers to the associate who assisted you at the Pharmacy counter. If unable to obtain the name, provide enough physical description points to identify the associate (gender, hair color, height, age, glasses, beard, etc.).

38. If you were unable to obtain the Pharmacy associate's name from their nametag, select the reason:

[ ] Nametag not worn
[ ] Nametag obscured by counter
[ ] Nametag obscured by article of clothing
[ ] Nametag worn, but name not readable for another reason
[ ] N/A – name was obtained from nametag
[ ] N/A – pharmacy closed
[ ] N/A – no pharmacy

39. When you were assisted, did the Pharmacy associate listen attentively and speak with you patiently?

This refers to when the Pharmacy associate begins actively assisting you with your request. The intent is to make sure associates are providing customers with attentive, patient, and polite customer service.

[ ] Yes
[ ] No
[ ] N/A – pharmacy closed
[ ] N/A – no pharmacy

40. Did any Pharmacy associate provide a clear response to your question, or take appropriate steps to obtain the answer?

Even if the associate had to take a phone call or there were other customers waiting, the associate should have answered your question correctly and shown interest in meeting your needs.

[ ] Yes
[ ] No
[ ] N/A – pharmacy closed
[ ] N/A – no pharmacy

41. Did the Pharmacy associate make you aware of any pharmacy services or benefits of using the Pharmacy (fuel points, vaccinations, online pay, refill programs, transferring prescriptions, current promotions, etc.) or encourage you to use the Pharmacy?

Any benefit to customers for working with the Pharmacy counts for a Yes, such as fuel points, vaccinations, or biometric screenings (blood pressure, cholesterol, etc.).

[ ] Yes
[ ] No
[ ] N/A – pharmacy closed
[ ] N/A – no pharmacy

42. If Yes, select all services, benefits, or promotions that were mentioned:

Select all that apply.

[ ] Vaccines
[ ] Prescription transfer
[ ] Mobile app/online services
[ ] Dietician services
[ ] Pet meds
[ ] Delivery
[ ] Fuel points
[ ] Auto-refill
[ ] Quick/friendly service
[ ] Encouraged to use pharmacy next time

[ ] Other
[ ] None were mentioned
[ ] N/A – pharmacy closed or no pharmacy

43. If Other or None were mentioned, please explain what was said:

44. Did the Pharmacy associate offer additional assistance or make a parting statement once your interaction ended?
This could be offering additional items or service or a closing statement such as, "Thanks," "Take care," "Enjoy your day," or something similar.
[ ] Yes
[ ] No
[ ] N/A – pharmacy closed
[ ] N/A – no pharmacy

Checkout

45. Type of checkout used:
Select the type you actually used, even if it was not the type you were assigned.
[ ] Full-service
[ ] Self-checkout

46. Was an associate available for assistance at self-checkout?
Answer Yes if the associate responsible for the self-checkout area was visible anywhere at any point. The self-checkout associate may be in the self-check area or nearby recruiting customers to the self-check area from the full-service register lanes. Answer No if there did not appear to be anyone responsible for the self-checkout area.
[ ] Yes
[ ] No
[ ] N/A – full-service checkout

47. Name of cashier or self-checkout associate:
Check your receipt for the cashier name if the nametag was present but could not be read clearly. If unable to obtain the name, provide enough physical description points to identify the associate (gender, hair color, height, age, glasses, beard, etc.).

48. If you were unable to obtain the cashier or self-checkout associate's name from their nametag, select the reason:
[ ] Nametag not worn
[ ] Nametag obscured by counter
[ ] Nametag obscured by article of clothing
[ ] Nametag worn, but name not readable for another reason
[ ] N/A – name was obtained from nametag
[ ] N/A – self-checkout associate was not present

49. Did any member of the checkout staff greet you when your transaction began?
Checkout staff can be the cashier, bagger, or another staff member at the register.
[ ] Yes
[ ] No
[ ] N/A – self-checkout

50. Was the checkout staff focused on you during the transaction and not distracted by other associates?
Answer Yes if the checkout staff engaged with you but paused to be briefly friendly with another customer.
[ ] Yes
[ ] No
[ ] N/A – self-checkout

51. Did the cashier tell you your fuel points balance or the amount earned on your transaction?
[ ] Yes
[ ] No
[ ] N/A – did not use VIC card
[ ] N/A – self-checkout

52. As you departed the area, did any front-end associate smile, thank you, or make a pleasant parting statement?

For example, "Thanks," "Take care," "Enjoy your day," or something similar from the cashier, self-checkout associate, bagger, or another staff member.

[ ] Yes
[ ] No
[ ] N/A – self-checkout associate was assisting another customer

53. Were you satisfied with how your items were bagged?

Your groceries should be bagged to protect delicate items and prevent cross-contamination.

[ ] Yes
[ ] No
[ ] N/A – no bagger present
[ ] N/A – self-checkout

54. At any time while you were on-site, did you observe associates providing carryout service at the front end or in the parking lot, assisting customers in another way in the parking lot, actively retrieving carts, or were you offered carryout assistance?

"Carryout service" refers to staff assisting customers by taking groceries to their cars. Carryout offers should be made to customers purchasing multiple bags or heavy items (ex: pet food/litter, laundry detergent, cases of water, etc.) when physical assistance would help (ex: parents with children under 5, customers aged 70+, visibly pregnant customers, customers who are injured or have mobility issues). Do not assess curbside pickup orders (denoted by curbside pickup lane, parking space).

[ ] Yes – I or another customer was offered carryout
[ ] Yes – associates assisted customers in another way in the parking lot
[ ] Yes – associates were actively retrieving carts in the parking lot
[ ] No – I was not offered carryout though I qualified for it
[ ] No – associates did not offer carryout to another qualifying customer
[ ] N/A – no qualifying carryout carts/customers were present during checkout
[ ] N/A – self-checkout

Fuel Station

55. When you approached the kiosk, was a Fuel associate available for assistance within a reasonable amount of time?

Assess the wait time you experienced compared to the number of customers ahead of you waiting or actively being assisted. Answer Yes if associates were actively working to assist customers to minimize wait time. Answer N/A if you waited 5 minutes but associates were still working with other customers and not yet able to greet you.

[ ] Yes
[ ] No
[ ] N/A – associate was actively assisting another customer
[ ] N/A – no fuel station

56. Name of Fuel associate:

This refers to the associate who assisted you at the kiosk/counter. Check your receipt for the associate name if the nametag was present but could not be read clearly. If unable to obtain the name, provide enough physical description points to identify the associate (gender, hair color, height, age, glasses, beard, etc.).

57. If you were unable to obtain the Fuel associate's name from their nametag, select the reason:

[ ] Nametag not worn
[ ] Nametag obscured by counter
[ ] Nametag obscured by article of clothing
[ ] Nametag worn, but name not readable for another reason
[ ] N/A – name was obtained from nametag
[ ] N/A – no fuel station

58. When you were assisted, did the Fuel associate greet you and speak with you politely?
This refers to when you were interacting with an associate at the kiosk/counter. The intent is to make sure associates are providing customers with attentive, patient, and polite customer service.
[ ] Yes
[ ] No
[ ] N/A – no fuel station

59. Was the Fuel associate able to accurately answer your question?
[ ] Yes
[ ] No
[ ] N/A – no fuel station

60. As you departed, did the Fuel associate smile, thank you, or make a pleasant parting statement?
For example, "Thanks," "Take care," "Enjoy your day," or something similar.
[ ] Yes
[ ] No
[ ] N/A – no fuel station

Associate Interaction

61. Overall, how would you describe the service provided across the store?
Service may vary by department, but answer based on how the whole visit felt in general after you left the store. Explain why you chose that response in the Overall Experience comments.
[ ] Empathetic and caring (engaging, friendly, not rushed)
[ ] Operational (polite but robotic, just going through the motions)
[ ] Disinterested (indifferent, not engaging, distracted)
[ ] Poor (unhelpful, unkind, or rude)

62. Did you leave the store satisfied with the service you received?
[ ] Yes
[ ] No

63. If no, please explain:

64. Did associates who saw you nearby on the sales floor provide a greeting, eye contact, smile, or nod?
When you walked within 10 feet of a sales floor associate and within their line of sight, they should acknowledge you in some way. This does not apply to associates who are actively engaged with other customers.
[ ] All sales floor associates verbally acknowledged me
[ ] One or more sales floor associates provided non-verbal acknowledgement only
[ ] At least one associate did not provide verbal or non-verbal acknowledgment
[ ] N/A – all associates on the sales floor were in conversation with other customers
[ ] N/A – no associates on the sales floor

65. When you asked an associate on the sales floor for the location of an item in the store, did they offer to escort you to the item or offer to have someone further assist you?
Associate must be on the sales floor and you must not approach a vendor (someone not in HT uniform). If the associate was busy, they should have found someone else to accompany you to within eyesight of the item.
[ ] Yes – offered to or escorted me to the item
[ ] Yes – offered to get assistance
[ ] No – provided verbal directions only
[ ] No – didn't provide verbal directions, offer to escort me to the item, or find someone to assist me
[ ] N/A – item was unavailable at this store or out of stock
[ ] N/A – no available associates on the sales floor

66. Did the associate listen attentively when you asked for assistance locating an item?
[ ] Yes
[ ] No
[ ] N/A – no available associates on the sales floor

67. If no to Q65 or Q66, list the associate's name/description and explain what the associate said or did when you asked for the location of an item in the store:
If unable to obtain the name, provide enough physical description points to identify the associate (gender, hair color, height, age, glasses, beard, etc.).

Proactive Service

68. At any time while you were in the store, did an associate proactively approach you and ask if you needed assistance with anything?
Only answer based on your direct experience with available associates, or lack of associates across the store. Exclude the interactions where you approached the associate first (e.g., standing in line at a counter or finding an associate to ask an item's location). The goal is to understand if any associate proactively connected with you to see if you needed help.
[ ] Yes – I received proactive assistance
[ ] No – I encountered one or more associates on the sales floor, and did not receive proactive assistance
[ ] No – all associates on the sales floor were in conversation with other customers
[ ] No – no associates on the sales floor

69. If no, please explain why you chose that response and how associates interacted with you during your visit:

Overall Experience

70. Provide the names/descriptions and departments/aisles of any associates who impressed you with the service provided:
If unable to obtain the name, provide enough physical description points to identify the associate (gender, hair color, height, age, glasses, beard, etc.). Enter N/A if you did not encounter any associates who provided memorable service.

71. Atmosphere comments:
Provide details about the atmosphere and associate/customer activity you noted, greetings you received, and associates' demeanor.

72. Upload the receipt for your required grocery store purchase:

73. If assigned, also upload a receipt for your required Fuel Station purchase:

END OF QUESTIONNAIRE