GORJANA

JEWELRY PURCHASE

INSTRUCTIONS • QUESTIONNAIRE

Visit a gorjana store to observe the product presentation, stylist interaction, and purchase experience. Speak with a stylist to select an item to purchase for yourself or as a gift.

Before You Begin

- Review your shop confirmation
- Review the product offerings online
- Know your scenario

Don't Forget!

- Capture the name of the stylist
- Take all required photos
- Get a receipt for your purchase

General Requirements

- Read all instructions and the entire questionnaire before you complete the shop.
- Check your shop confirmation for your scheduled date, hours, and location.
- Check Google Maps and Apple Maps (if you have an Apple device) and take a screenshot of the address of your assigned store, either before or after your visit. Keep that screenshot to upload with your report.
- Do not rush the interaction. You are required to spend a minimum of 10 minutes in the store.
- Complete the shop alone. If someone is with you that day, they must browse separately from you for the duration of the visit or wait outside the store.
- Visit gorjana.com to familiarize yourself with the products before your visit.
- Dress in business casual or dressy casual attire to match the atmosphere of the location.
- Bring enough cash or have enough funds available on a debit/credit card to make a purchase.
- Get a receipt to upload with your report. Ask for a receipt if not offered one.
- You must keep the item purchased during this shop. You are not permitted to return it.
- Retain all documentation for six months following your shop.
- Submit your report to shopperhub.cxgroup.com within 12 hours of completing the shop.
- You or your immediate family members cannot currently nor have ever worked for gorjana.

Shop Instructions

Arrival at the store and stylist interaction

- Arrive no earlier than 1 hour after the store opens and no later than 1 hour before it closes.
- If not approached shortly after you arrive, start to browse the product displays.
    - When offered assistance, present your scenario.

  - If not offered assistance within 5 minutes, ask any stylist for assistance.
  - Do not browse on your own for the duration of the visit or leave without being assisted.
- **Scenario:** You are shopping for a gorjana item (a necklace, earrings, bracelet, or ring) to purchase for yourself or as a gift for a close friend or family member.
  - Let the stylist guide the conversation by asking questions and making suggestions as you select a product to purchase.
  - Give the stylist an opportunity to mention the brand's history, founder's story, or other company information.
- **Purchase:** Buy any jewelry item (necklace, earrings, bracelet, or ring), and get a receipt.
  - If a stylist offers to follow up with you, accept and provide your contact information.
  - If you receive a survey following your visit, do not complete it.
- **Digital wish list:** Tell the stylist you noticed another item you would like to purchase but that you cannot purchase it today. Be prepared to point out the specific item if asked.
  - This is to see if the stylist offers to add the item to a digital wish list.
  - The digital wish list may also be offered if an item is out of stock.
  - Alternatively, they may offer to "send you a link" – this is the same as offering a wish list.
- **Photos:** Take a photo that visually illustrates any issues found in the following areas:
  - Any issue with exterior or interior plant condition or trash/debris around the planters
  - Any issue with your product's packaging or cashwrap (register area) organization
  - Take all photos discreetly and when stylists are not looking your way.

Key points to capture during the visit

✓ The appearance of the store's exterior, entrance, displays, and customer spaces
  - A-frame signage outside is clean, and the front doors are open.
  - No empty spaces where on-display merchandise has been sold but not replenished.
  - Plants are healthy and properly maintained. Below are some examples of inside plants.

✓ Tasks (stocking, helping customers, etc.) stylists are doing upon arrival
  - Stylists should not be grouped near the register, seated, unpacking a large shipment during store hours, or clustered together talking.
  - Stylists are allowed to train or roleplay customer service drills during store hours.

- ✓ Information provided about gorjana as a brand and its history
- ✓ Information provided about the features, qualities, or craftsmanship of the products
- ✓ Questions asked about the lifestyle, profession, interests, or hobbies of the purchase recipient
- ✓ If the stylist explains why the recommended products are a good choice
- ✓ Stylist's name (ask for their name if not provided by the end of the conversation)
    - Stylists do not wear nametags but should offer their name at some point. Listen for their name, or ask for their name at the end of the visit if not provided by that point.
- ✓ If all stylists present as inspiring from a dress code perspective
    - Stylists should be wearing clean, elevated-casual clothing and closed-toe shoes with well-kept hair and makeup.
    - Nails must be clean, tidy, and of functional length to serve guests seamlessly. Nail polish is optional, but chipped, dirty, or overgrown nails are not permitted.
    - A standard nose piercing with a discreet hoop or stud is allowed. No other facial piercings are permitted.
    - Stylists exclusively wear gorjana jewelry but are allowed to wear their own personal wedding rings and wearable tech (Apple Watch, Oura Ring).
    - A clean, minimal, non-athletic lifestyle sneaker is approved (ex: Adidas Sambas or similar styles or non-branded shoes fitting this description). Mesh flats are also approved as long as they have a closed-toe box.
        - <u>Not permitted:</u> Open-toed shoes of any kind, Uggs/Crocs/Doc Martens or similar styles, or running shoes.
    - Stylists do not wear a uniform, but all outfits should demonstrate an intentional color palette and silhouette and a balanced dressy-to-casual proportion. Modest styles (no visible undergarments, visible midriff, or revealing necklines) and closed-toe footwear are required. A few examples of acceptable outfits are shown below.

- <u>Not permitted:</u>
    - Athletic clothing or athleisure, pajama-esque styles
    - Dirty, wrinkled, or pilled clothing
    - Graphics, logos, or verbiage on clothing
    - Immodest clothing or styles
    - Hats

Packaging requirements

- You should receive a fine jewelry or fashion jewelry care card.

FINE JEWELRY CARE

Our **fine jewelry** is made out of 14k and 18k gold, these metals will not oxidize or discolor with proper care.

- Fine jewelry can be gently washed with warm water and mild soap. Make sure to rinse well!
- Dry completely with a soft, dry cloth.
- Avoid chlorine and cleaning agents. While it won't tarnish, it can minimize its golden shine or damage fragile gemstones.
- Our fine pieces are delicate and must be stored properly to avoid tangles, bends or breaks. We suggest storing your pieces in individual pouches, separate from one another, clasped, laid flat or hung.
- We encourage being mindful of your jewelry while exercising. Rings in particular can be subject to bending or lost stones with weights, pulleys or other equipment.

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FASHION JEWELRY CARE

Our fashion **18k gold-plated jewelry** is protected with an anti-tarnish barrier. In order to maximize the life of your fashion pieces, we suggest following the below care instructions.

- Preserve your jewelry's plating by avoiding contact with water, cleaning agents, beauty products, and anything contain derivatives of alcohol.
- Remove jewelry prior to exercise, washing your hands or swimming.
- Protect your jewelry with a soft, dry cotton cloth to renew its shine.
- We recommend storing your gorjana be·spoke styles with the provided anti-tarnishing strip inside your gorjana jewelry pouch.

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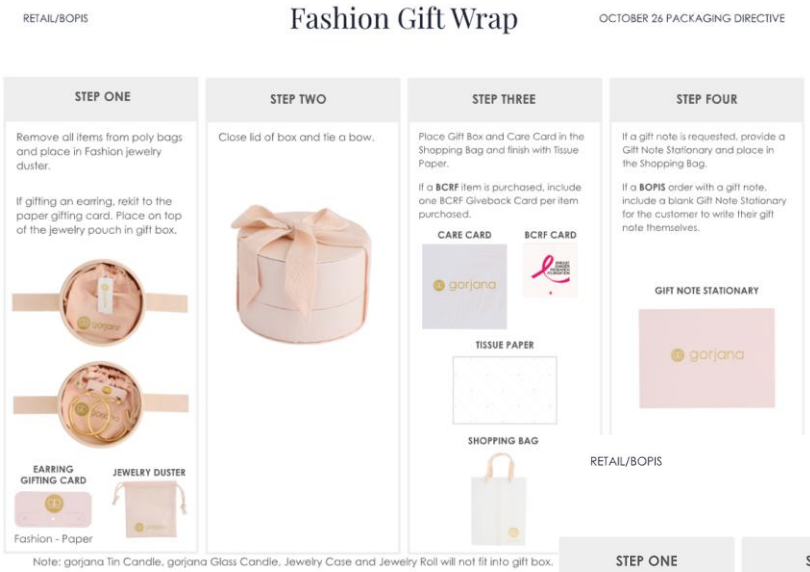
- Your purchased item will be packaged in either a jewelry pouch (one for fine jewelry or one for fashion jewelry) or a keepsake box (if you purchased a high-valued piece).
- The pouch or box should be placed in a bag with tissue paper as shown below.
    - Seasonal packaging is allowed, and the current packaging with Breast Cancer Research Fund info (Oct 1- Nov 8 2026) is noted below.
    - If given incorrect packaging, take a photo to upload with your report.

Fall 2026 Packaging:



RETAIL/BOPIS

Fashion Gift Wrap

OCTOBER 26 PACKAGING DIRECTIVE

STEP ONE

Remove all items from poly bags and place in Fashion jewelry duster.

If gifting an earring, rekit to the paper gifting card. Place on top of the jewelry pouch in gift box.

EARRING GIFTING CARD

JEWELRY DUSTER

Fashion - Paper

STEP TWO

Close lid of box and tie a bow.

STEP THREE

Place Gift Box and Care Card in the Shopping Bag and finish with Tissue Paper.

If a **BCRF** item is purchased, include one BCRF Giveback Card per item purchased.

CARE CARD

BCRF CARD

TISSUE PAPER

SHOPPING BAG

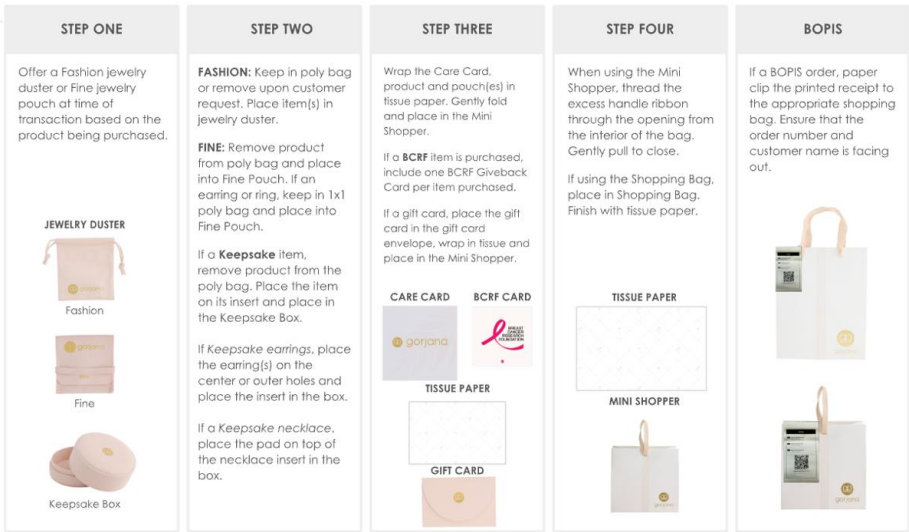
STEP FOUR

If a gift note is requested, provide a Gift Note Stationary and place in the Shopping Bag.

If a **BOPIS** order with a gift note, include a blank Gift Note Stationary for the customer to write their gift note themselves.

GIFT NOTE STATIONARY

Note: gorjana Tin Candle, gorjana Glass Candle, Jewelry Case and Jewelry Roll will not fit into gift box.



RETAIL/BOPIS

Standard Transaction

OCTOBER 26 PACKAGING DIRECTIVE

STEP ONE

Offer a Fashion jewelry duster or Fine jewelry pouch at time of transaction based on the product being purchased.

JEWELRY DUSTER

Fashion

Fine

Keepsake Box

STEP TWO

FASHION: Keep in poly bag or remove upon customer request. Place item(s) in jewelry duster.

FINE: Remove product from poly bag and place into Fine Pouch. If an earring or ring, keep in 1x1 poly bag and place into Fine Pouch.

If a **Keepsake** item, remove product from the poly bag. Place the item on its insert and place in the Keepsake Box.

If *Keepsake earrings*, place the earring(s) on the center or outer holes and place the insert in the box.

If a *Keepsake necklace*, place the pad on top of the necklace insert in the box.

STEP THREE

Wrap the Care Card, product and pouch(es) in tissue paper. Gently fold and place in the Mini Shopper.

If a **BCRF** item is purchased, include one BCRF Giveback Card per item purchased.

If a gift card, place the gift card in the gift card envelope, wrap in tissue and place in the Mini Shopper.

CARE CARD

BCRF CARD

TISSUE PAPER

GIFT CARD

STEP FOUR

When using the Mini Shopper, thread the excess handle ribbon through the opening from the interior of the bag. Gently pull to close.

If using the Shopping Bag, place in Shopping Bag. Finish with tissue paper.

TISSUE PAPER

MINI SHOPPER

BOPIS

If a BOPIS order, paper clip the printed receipt to the appropriate shopping bag. Ensure that the order number and customer name is facing out.

QUESTIONNAIRE

Shop date:

Start time:

End time:

Store Exterior/Maintenance

1. Was the store location easy to find?

If the location you visited was in a shopping center, was it listed in directories within that shopping center?

[ ] Yes [ ] No

2. Were the store entrance doors propped open?

Weather permitting, doors should remain open. During rain, extreme heat, or cold weather, doors are permitted to be closed. Answer N/A if the weather required that the doors be closed. Some malls/shopping centers do not allow for doors to be propped open.

[ ] Yes [ ] N/A – doors closed due to weather
[ ] No [ ] N/A – door closed due to mall policy

3. Was the store's A-frame signage outside clean with no visible damage or scuffs?

Some malls/shopping centers do not allow A-frame signage. If other nearby businesses are also not displaying A-frame signage, answer N/A.

[ ] Yes [ ] N/A – no A-frame due to mall policy
[ ] No

4. Was the store exterior and entrance clean of debris and trash?

At mall locations, only evaluate the exterior around the gorjana store's entrance, not the exterior of the mall.

[ ] Yes [ ] No

5. Were any exterior plants well maintained and thriving?

City street/mall trees and plants are not part of the evaluation. Only evaluate planters located close/adjacent to the gorjana storefront/windows. Plants should be healthy in appearance and free from wilting and dry spots on leaves. Containers should be clean with no soil spilled around them. There should be no debris/trash in or around the planters or other plant landscaping. Upload a photo showing any issues found with exterior plants or trash/debris around exterior planters.

[ ] Yes [ ] N/A – no plants present
[ ] No

Store Interior/Maintenance

6. Was the store's interior sales floor free of debris, and did the store seem clean and well maintained?

All walkways and common areas (front and back of the store) should be free of boxes, trash, etc.

[ ] Yes [ ] No

7. Were any interior plants well maintained and thriving?

*Plants should be healthy in appearance and free from wilting and dry spots on leaves. Containers should be clean with no soil spilled around them. Upload a photo showing any issues found with **interior** plants and trash/debris around **interior** planters.*

[ ] Yes [ ] No

[ ] N/A – no plants present

8. Were all merchandise displays well organized and free from any empty spaces from display-item purchases, and were the fine jewelry cases locked?

[ ] All displays were full, well organized, and secure
[ ] All displays were well organized and secure, but purchased display items hadn't been refilled
[ ] All displays were full and secure, but organization was an issue
[ ] All displays were full and well organized, but fine jewelry cases were not secure
[ ] Issues were noted with display organization, fullness, and security of fine jewelry cases

9. Did you notice a pleasant diffuser scent throughout the store?

[ ] Yes
[ ] No
[ ] N/A – no diffuser

10. Did you hear music playing in the store?

[ ] Yes
[ ] No

Stylist Observations

11. Was the store staffed to meet the needs of the customer and traffic flow?

[ ] Staff level matched customer flow
[ ] More staff present than was needed
[ ] Not enough staff present to assist customers

12. Were the stylists well positioned and not gathered together, seated, or congregating near/leaning on the cashwrap?

Stylists should not be grouped near the register, seated, unpacking a large shipment during store hours, or clustered together talking when customers walk in. Answer Yes if stylists were spread across the store to welcome customers and provide assistance. Note that stylists are allowed to train or roleplay customer service drills, so if this occurs during your visit, answer Yes.

[ ] Yes
[ ] No

13. Were the stylists being productive when not serving customers and not using personal phones?

[ ] Yes
[ ] No

14. Did the stylists present as inspiring from a dress code perspective?

Stylists should be attired in clean, elevated-casual clothing and closed-toe shoes with well-kept hair and makeup. Refer to example images provided in your shop instructions.

[ ] Yes
[ ] No

15. If the stylists were interacting with one another, was their communication with each other positive, warm, supportive, and about topics related to the business?

[ ] Yes
[ ] No
[ ] N/A – no interaction observed

Selling Experience

16. Were you greeted in a warm, welcoming, and energetic manner by the stylist who helped you, providing a positive first impression of the brand?

[ ] Yes
[ ] No

17. Throughout the full shopping experience, did the stylist ever offer their name to you?

The stylist should provide their name at a natural point in the interaction – this could be upon the initial greeting, later during the product conversation, or at the end when thanking you for your business.

[ ] Yes [ ] No

18. Did the stylist connect with you first prior to implementing any selling methods?

Stylist should ask who you're shopping for and about their style, if you live in the area, what you enjoy, etc.

[ ] Yes [ ] No

19. If you were new to the brand, did the stylist speak to brand highlights and/or the founder's story?

Give the stylist enough time during the selling process to share key points about the owners, how the company started, and where the company is from. Do not answer No unless the stylist closes the conversation without any mention of these elements.

[ ] Yes [ ] N/A – familiar with brand
[ ] No

20. Did the stylist confidently showcase pieces from both the fashion and fine jewelry assortments?

[ ] Yes [ ] No

21. If you needed assistance with the clasp or closure of the item you chose, did the stylist provide assistance with it?

[ ] Yes [ ] N/A – did not need assistance
[ ] No [ ] N/A – only shown rings

22. Did the stylist highlight key product details (such as stones, chain types, design elements, and materials) with knowledge and confidence?

For example, noting the metal the jewelry is made of, the stones and materials used, chain terminology, sizing, care instructions, etc.

[ ] Yes [ ] No

23. Did the stylist provide intentional styling support - offering layering tips, styling tricks, or highlighting a new arrival or personal favorite piece?

[ ] Yes [ ] No

24. Did the stylist offer to create a digital wish list (or email an online link) as an option for future purchases?

Imply to the stylist that you are interested in an item but cannot purchase it today to see if this is offered. It may also be offered if an item is out of stock at the time of your visit. Answer Yes unless the stylist doesn't mention the digital wish list or sending you a link after you discuss an item you'd like to purchase but can't get today.

[ ] Yes [ ] No

25. If they had to break away to assist another customer, did the stylist excuse themselves politely and let you know they would be right back?

If the stylist needed to step away briefly to greet or assist another customer or stylist, they should have excused themselves politely and let you know they would return soon.

[ ] Yes [ ] N/A – stylist did not step away
[ ] No

26. Did any stylist offer you complimentary water at any point while you were shopping?

Stylists should provide an Evian water to any customer who accepts this offer while shopping.

[ ] Yes [ ] No

27. Name of the stylist who primarily assisted you:
If you were unable to obtain the name in conversation, enter a full physical description (include gender, hair color and hair style/length, approximate height, and approximate age).

28. Selling experience comments:
Describe your interaction with the stylist during the sales conversation and purchase.

Purchase Experience

29. Was the register area clean and free from clutter?
Answer Yes if the following were the only items present at the register area: framed return policy, Apple laptop and/or tablet, dried florals, marketing signage, and crystal. Answer No if any additional items (beverages, personal cell phones, etc.) were present. Upload a photo showing any issues found with cashwrap organization.
[ ] Yes
[ ] No

30. If the stylist used an iPad or iPhone to assist with product selection, did it have a clean pink gorjana branded case and an unbroken screen?
[ ] Yes
[ ] N/A – iPad or iPhone not used
[ ] No

31. If you paid with a credit or debit card, how did you enter your card information?
[ ] Tapped card
[ ] Stylist had me type in card number myself
[ ] Inserted card
[ ] N/A – cash used
[ ] Swiped card

32. If you paid with cash, did the stylist unlock the drawer to accept the cash and provide change?
[ ] Yes
[ ] N/A – credit card used
[ ] No

33. If you paid with cash, did the stylist check bills $20 and larger with a counterfeit detection machine or pen?
[ ] Yes
[ ] N/A – credit card or small bills used
[ ] No

34. Did the stylist ask for your contact information before or after collecting payment?
[ ] Yes
[ ] No

35. Was the stylist able to speak about the benefits of providing customer contact information, if you asked?
[ ] Yes
[ ] N/A – I didn't ask
[ ] No

36. Did the stylist present to you and explain the take-home care card during the purchase experience?
A care card provides instructions for how to care for jewelry to help preserve its quality.
[ ] Yes
[ ] No

37. When your purchase was wrapped, were you offered the proper pouch or packaging?
Refer to packaging images provided in your shop instructions. Packaging changes seasonally. Upload a photo showing any issues found with packaging.
[ ] Yes
[ ] No

38. Were any other customers at the cashwrap being provided with the same elevated customer experience?

[ ] Yes
[ ] No
[ ] N/A – no other customers at cashwrap

Overall Experience

39. How likely would you be to recommend gorjana to a friend, family member, or colleague?

10 = Extremely likely to recommend; 0 = Extremely unlikely to recommend

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

40. Which elements positively contributed to your experience?

Select all that apply.

[ ] Store atmosphere
[ ] Store design/ease of shopping
[ ] Team's morale/energy
[ ] Service experience
[ ] Product offerings
[ ] Team's brand/product knowledge
[ ] Team's ability to inspire looks
[ ] None of the above

41. Provide details on the elements that positively impacted your experience:

42. Which elements could have been improved during your experience?

Select all that apply.

[ ] Store atmosphere
[ ] Store design/ease of shopping
[ ] Team's morale/energy
[ ] Service experience
[ ] Product offerings
[ ] Team's brand/product knowledge
[ ] Team's ability to inspire looks
[ ] None of the above

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

If you took a screenshot of the store address from Google Maps or Apple Maps, please upload that in addition to your receipt.

END OF QUESTIONNAIRE