

Trimark of Excellence Mystery Shop Checklist



Fueling Experience

Completed

Completed

1. Are the main ID sign, pricing numerals and lighting clean and in good condition?

- Main ID sign is in good condition without cracks or fading (2 Points)
- Main ID sign is free of unauthorized signage (1 Point)
- Pricing numerals match and are in good condition; LEDs are clearly visible (1 Point)
- Lighting is clean and in working order (1 Point)

2. If the location has a reader board, is the board in good condition with a current message?

- N/A if no reader board
- Reader board is in good condition (1 Point)
- Message on reader board appears to be a current promotion (1 Point)

3. Are all paved areas free of major damage and excessive litter?

- Paved areas are free of major damage (2 Points)
- Paved areas do not have excessive litter present (2 Points)

4. Are all landscaped areas well maintained and free of litter?

- Shrubs and grassy areas are well maintained (2 Points)
- Landscaped areas do not have excessive litter present (2 Points)

5. Is the canopy clean and in good condition?

- Canopy image presents a clean brand experience (2 Points)
- Canopy poles are free of rust and peeling paint (1 Point)
- Canopy is in good condition with minimal noticeable damage (1 Point)

6. Is the location well lit with functioning lights on the canopy and building exterior?

- N/A if survey completed during daylight hours
- Canopy lighting is functioning with no more than two (2) lights out (2 Points)
- Building lighting is functioning with no more than two (2) lights out (1 Point)
- All lighting fixtures appear well maintained (1 Point)

7. Are all gasoline fueling dispensers clean, well maintained and in working order?

- Gasoline fueling dispensers and valances are clean with minimal residue (2 Points)
- Dispenser image presents a clean brand experience (2 Points)
- No more than one (1) dispenser hose is out of order at time of shop (2 Points)

8. Are squeegees, paper towels and fresh cleaning solution available?

- Windshield caddies are available and well maintained at each island (1 Point)
- Squeegees and paper towels are available to the consumer (1 Point)
- Cleaning solution in windshield caddy is fresh (1 Point)

9. Are trash containers available, clean and not overflowing?

- Trash containers are available at each island (1 Point)
- Trash containers are clean and well maintained (1 Point)
- Trash containers are not overflowing (1 Point)

10. Are all island card readers functioning properly and dispensing receipts?

- No more than one (1) island card reader is out of service at time of shop (2 Points)
- Receipt paper is available to consumers (1 Point)

11. Are gasoline islands, bollards and building curbs in good condition?

- Island forms and bollards are in good repair with minimal paint scratches or rust (1 Point)
- Curbing in the parking areas is not damaged (1 Point)
- Paint colors match image specification (1 Point)

12. Are pump toppers/flanges in use with current CITGO POP?

- Pump toppers have at least 50% coverage with current CITGO POP (2 Points)
- No more than one (1) pump topper frame is damaged or missing (1 Point)

13. Are credit card application holders present at dispenser, in good repair and stocked with appropriate CITGO credit card messages?

- Credit card application holders are stocked with CITGO-approved messages (1 Point)
- Credit card applications are not faded or water damaged (1 Point)
- No more than one (1) credit card application holder is damaged or missing (1 Point)

14. Is the outdoor signage on lot, forecourt and building current, professional and compliant with image standards?

- Outdoor signage reflects current promotions (1 Point)
- Outdoor signage meets images guidelines (1 Point)

15. Is the building exterior clean and well maintained?

- Building exterior is clean (1 Point)
- Windows and frames are clean (1 Point)
- Building paint is not peeling or faded (1 Point)

16. Is the dumpster area clean and well maintained?

- Dumpster area does not have build-up of dirt/grime and is not overflowing (1 Point)
- Dumpster is not overflowing with trash (1 Point)

Shopping Experience

Completed

1. Is the restroom clean and in good condition for customers?

- N/A if no public restroom
- Restroom appears clean and well maintained (3 Points)
- Offensive odors are not present (2 Points)

2. Are restroom fixtures and lights in good condition?

- N/A if no public restroom
- Sinks, toilets and urinals are in good condition (1 Point)
- Mirrors, if present, do not have excessive scratches (1 Point)
- Lighting fixtures are maintained and working (1 Point)

3. Are restroom supplies available?

- N/A if no public restroom
- Paper, towels and soap are available in appropriate dispensers (1 Point)
- Dispensers are clean and in good repair (including hand dryers) (1 Point)
- Trash cans are clean and not overflowing (1 Point)

4. Does the location present a professional and clean image?

- Floors and rugs are clean (1 Point)
- Lighting is working and appropriate for the location (1 Point)
- Aisles are easily shopped with minimal obstructions (1 Point)
- Trash cans are available and not overflowing (1 Point)

5. If the location has a food service area, is it clean and well maintained?

- Food service area is clean and counters have been maintained (2 Points)
- Equipment is working, clean and being utilized according to time of day (1 Point)

6. Are shelves well merchandised, clean and well stocked, including coolers?

- Gondola shelves appear to be clean with minimal residue (1 Point)
- Merchandise on shelves appears full and well stocked (1 Point)
- Cooler doors are clean with working lights (1 Point)
- Merchandise in cooler appears full and well stocked (1 Point)
- Displays are well maintained and provide a clean image (1 Point)

7. Is promotional signage in good condition, placed correctly and current?

- Promotional signage reflects current sale items/prices (1 Point)
- Promotional signage is pre-printed and appears professional (1 Point)

Customer Service Experience

Completed

1. Were all observed personnel wearing a uniform and/or nametag?

- Employees were wearing a uniform or nametag (2 Points)
- Employees' appearance was clean and well groomed (3 Points)

2. Did the customer service representative (CSR) offer a high level of service while handling the transaction?

- Verbal greeting was provided by CSR (3 Points)
- Eye contact or nonverbal acknowledgement was provided by CSR (2 Points)
- Verbal thank you was provided by the CSR (2 Points)

3. Did CSR handle the transaction correctly and efficiently?

- Wait time was minimal for time of day (3 Points)
- Product totals matched posted prices (2 Points)

4. Is cashier area clean and uncluttered?

- Sales counter displays were organized and well merchandised (3 Points)
- Sales counter had adequate room to place products for purchase (1 Point)

Bonus: From July 14 - Oct. 20, a location can earn up to two (2) bonus points just for displaying the Fueling Education door decal and tear pad and letting customers know about the promotion.

- Display door decal prominently (1 Point)
- Mention the Fueling Education Promotion to each customer and/or give them a tear pad sheet (1 Point)

Observations | Notes

Date: _____ Time: _____

Checked by: _____