

# MYSTERY SHOPPERS ARE ON THE WAY. IS YOUR STORE PREPARED?

Sometimes it takes an outside perspective to discover what we're doing well and where we could stand to improve. That's why CHS contracts with an independent shopping firm to evaluate Cenex® branded retailers twice a year, with the goal of helping you better position yourself against the competition.

The following checklist outlines each question the mystery shopper will be evaluating. Prepare your store, and your store team, for the Fall 2017 round of shops by carefully going through each question. If you need help or have any questions along the way, contact your Cenex representative.

## 2017 SCORED ELEMENTS


This checklist is intended to highlight those elements that will be scored during this coming round of shops.

These scored elements are designed to provide insights in the categories of safety, cleanliness and customer service — all important areas that allow you to gain and retain customers within the highly-competitive convenience retail industry.

Scored categories:

- Required Brand Image Elements\*
- Customer Service
- Exterior and Interior Site Cleanliness
- Consumer Safety

By giving our valued retailers, like you, a detailed snapshot of these critical areas, CHS is working with you to improve your business and strengthen the power of the Cenex brand.

 As you review this checklist, keep your eyes peeled for Red Stars. These stars indicate REQUIRED Brand Image Elements. Pay extra attention to these questions as they comprise a large percentage of your score.

\* Please login to MyCHS and click on **Energy > Cenex Retail** to obtain a copy of the current Cenex Retail Brand Image Standards Manual.



## STORE INTERIOR & CUSTOMER SERVICE ELEMENTS

**Did all employees have a professional appearance and have a name tag?**

- Ensure all employees are wearing a name tag or have their name embroidered on a shirt. Customers should be able to clearly identify with whom they interact during their visit
- Employees must appear neat, clean and well-groomed — free of dirty, torn or wrinkled clothing

Visit [CenexShop.com](http://CenexShop.com) to order name tags, uniform shirts and more.

**Did the employee behave professionally and with courtesy during your visit, including greeting and thanking you?**

- Employees must offer each customer a sincere verbal greeting and closing
- Employees must not be preoccupied with other conversations, eating, drinking or involved in other store duties during transactions

**Were the floors and floor mats clean and unobstructed?\***

- Floor and/or floor mats must be swept, mopped and/or cleaned
- Floor must be free of damage or discolored tiles
- Aisles cannot be constricted with unattended boxes, merchandise or cleaning supplies

**Were doors and windows at least 50% free of signage, allowing visibility of the lots/pumps for customers and the cashier?**

- Visibility through store window must not be obstructed by excessive signage

**Was the restroom accessible from the inside of the store, clean, in working order and appropriately stocked?**

- Restroom floors, walls, doors and stalls must be free of dirt buildup, graffiti and damage
- Floors, toilets and/or urinals must have been cleaned and free of damage
- Faucets, towel dispensers, dryers and doors must be functional
- The restroom must be adequately stocked with toilet tissue, liquid soap and dry towels
- Trash must not be overflowing
- The restroom must not be used to store overstock of store supplies or product

\*\* Weather conditions will be taken into consideration during the evaluation, if applicable.

## STORE EXTERIOR ELEMENTS

### Were the pumps clean and free of excessive grime and dirt?

- All dispensers (tops, sides, fronts, hoses and handles) must be free of excessive grime, tape and dirt buildup

### Were the dispensers functional and in good repair, including card readers/pay-at-pump units? (No more than TWO dispensers may be out of order)

- Out-of-order pumps must be properly designated with professionally lettered signs or nozzle boots
- All pay-at-pump devices must be functioning

### ★ Were at least the minimum number of grades of gasoline available at the location and marked with appropriate octane stickers? (Grades may include regular unleaded, mid-grade unleaded, and/or premium unleaded; diesel and/or alternative fuels do not count towards the required two-grade minimum)

- A minimum of two grades of gasoline must be available at c-store and fueling center locations

QUALIFIED GRADES (Count towards two-grade requirement)	
87 clear	91 e10
87 e10	93 e10
89 e10	91 clear

- Stand alone (unattended) locations are required to only have one grade of gasoline available for purchase
- Ensure ethanol-blended fuels are clearly marked with the appropriate Ethanol decal on each dispenser

### Were usable, approved trash cans and windshield service units readily available to each fueling island?

- One trash container must be available within 10-15 feet without having to cross traffic
- The trash container must be clean and should be emptied regularly (not overflowing)
- At least one windshield service unit must be available within 10-15 feet without having to cross traffic
- Windshield washer fluid, paper towels and squeegees must be available and in usable condition

### Was the lot, including ingress/egress as well as the area under the canopy, paved (in concrete or asphalt) and in good condition?

- Lot must be free of safety hazards, potholes and cracks
- Ingress/egress at stand alone (unattended) locations only, may be unpaved

### Were the outside property areas (including fueling islands) clean, safe and well-maintained?

- Lot must be free of excessive dirt, sand, litter, debris and oil/grease buildup
- Lot and apron sidewalks must be free of safety hazards, potholes and cracks
- Remove any grass and weeds growing in small cracks of pavement
- Lawn must be mowed with shrubs and bushes neatly trimmed

### Was the canopy fascia and underdecking well-maintained and free of damage?

- Canopy fascia must be clean and free of damage and/or fading
- Canopy underdecking must be clean and free of damage and/or excessive rust

### Did all canopy lights appear operational with no signs of damage or dirt?

- All canopy lights must have a protective covering
- All canopy lights must appear clean and be free of cracks or other damage

### Were the perimeter areas clean, unobstructed and well-maintained?

- Lot must be free of excessive trash
- Perimeter walkways/curbs must not be damaged, broken, or missing pieces of concrete which could cause a tripping hazard to customers
- The entry into and/or exit out of the store must not be obstructed by an outdoor display or other object
- Exterior perimeter lights must be operational with no obvious signs of damage or dirt

### Was the building exterior clean and free of visible damage?

- Building exterior must be clean and free of graffiti
- Building exterior must be free of damage and fading

## BRAND IMAGE ELEMENTS

- ★ **Did the building meet brand image standards?** *(For c-stores only)*
  - Ensure the building fascia is free of signage other than approved branded signage. *Please refer to the Cenex® Retail Brand Image Standards Manual*
- ★ **Did all canopies meet brand image standards, and display a minimum of one Cenex logo?**
  - Ensure the canopy is free of all signage, except Cenex logo signs, clearance and informational signage
  - All main canopies must display two Cenex logos. Additional canopies will be assessed individually
- ★ **Were all Cenex logos clean and well-maintained?**
  - Cenex logos displayed on the MID, canopy and/or building must be clean
  - Cenex logos displayed on the MID, canopy and/or building must be well-maintained and not faded
- ★ **Were all gas dispensers in good condition and showing current and properly displayed graphics?** *(This question relates to any Cenex-branded dispensers – gas only, gas and diesel, gas and alternative fuels, and diesel only)*
  - Ensure approved Cenex graphics are properly displayed on the dispenser *(please refer to the Cenex® Retail Brand Image Standards Manual)*
  - All Cenex graphics must be free of scratches, cracks and fading
  - All dispensers must display pump numbers, octane decals, product identification decals and ethanol decals (as applicable)
  - Gasoline nozzles must be black
  - Alternative fuel and diesel products must be clearly labeled and easily identifiable as such
  - Dispensers cannot have handwritten signs and decals
  - Diesel nozzles must be green or red
- ★ **Were all the E-85 and/or alternative dedicated fuel dispensers in good condition and showing current and properly displayed graphics?** *(This question relates only to dispensers that dispense ONLY alternative fuels).*
  - A yellow/orange “Stop Not Gasoline” sticker must be present on dispenser
  - All dispensers must display proper product identification decals for the appropriate alternative fuel blend
  - Nozzles must be yellow
  - Remove all handwritten signs and decals from dispensers

Call CHS Retail Image & Equipment at 800-852-8186, ext. 7729 for ordering.

- ★ **Does the primary price sign display the proper product identification and price panels and meet all other image standards?** *(Pole sign must have the Cenex logo at the top most point. Monument signs may have the Cenex logo to the left or right of price panels, but the Cenex logo still must be above all other logos)*
  - Pole signs must be painted dark gray (SW Haze Gray)
  - Product and price panels must meet color requirements. Gasoline panels must be red with white font, while diesel panels may be green or red with white font
  - Pole sign must be free of damage, rust and peeling/chipping paint
  - At least one grade of gasoline must be posted at the top of all other fuel grades
  - No E-85 logo may be present
  - Product and price panels must be professionally displayed/neatly fitting
  - Price sign must be free of temporary marketing signs
- ★ **Were the fueling island curbs clean, in good condition and the correct color?**
  - Fueling island curbs must be painted dark gray (SW Haze Gray). Stainless steel fueling island curbs are not required to be painted
  - Fueling island curbs must be free of damage, rust, or chipped/peeling paint
  - Fueling island curbs must be free of litter and debris
- ★ **Were the canopy columns well-maintained while meeting image standards?**
  - Canopy columns must be painted light gray (SW Galvano Gray)
  - Canopy columns must be free of damage, rust, or chipped/peeling paint
  - Canopy columns must be free of promotional, offer-based signage
- ★ **Were the bollards clean, in good condition and the correct color?**
  - Bollards must be painted red (SW Safety Red). Stainless steel bollards are not required to be painted
  - Bollards must be intact and standing upright, free of damage, rust, or chipped/peeling paint
  - Bollards must be free of promotional, offer-based signage

