



Cenex® Retail Excellence Daily (RED) Mystery Shop Evaluation Guide

UNATTENDED SITE EVALUATION



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CENEX® RETAIL EXCELLENCE DAILY (RED) 2021 UPDATES: POSITION YOUR STORE FOR SUCCESS

▶ ONE MYSTERY SHOP ROUND PER YEAR

June 1- September 30.

▶ EARN POINTS BACK THROUGH CORRECTIVE ACTIONS

The window to submit corrective actions will close on October 31.

PASSING THRESHOLD



Sites that score 90% or higher will receive a passing score.



Sites that score below 90% will have the opportunity to earn points back via the new Corrective Action Process. Any sites with a score below 90% after the corrective action window closes will receive a failure fee.

Consecutive failures will result in enforcement of contractual rights to ensure compliance with Cenex Retail Image Brand Standards. Enforcement may include, but is not limited to:

- \$250.00 fine for the first failure.
- \$500.00 fine for two or more consecutive fails.
- Termination of the Branded Petroleum Marketers Agreement (BPMA).



POSITION YOUR STORE FOR SUCCESS

STEP 1: PREPARE YOUR STORE

CHS contracts with an independent shopping firm to evaluate Cenex® branded retailers, with the goal of helping you better position yourself against the competition.

SCORED CATEGORIES

- Restroom
- In-Store
- Customer Service
- Canopy
- Fueling Island & Dispensers
- Main ID
- Exterior

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. If you need help or have any questions along the way, contact your Cenex Representative.

STEP 2: ACCESS EVALUATION RESULTS

There are two convenient ways to access your mystery shop evaluation results, both are mobile friendly:

EMAIL LINK

Within 72 hours of shop completion, an email containing the evaluation results will be sent to the provided email address(es). Open the email and follow the link to log into the Mystery Shop Portal to access your evaluation results.

MYSTERY SHOP PORTAL

You can also access your site(s) evaluation results at <http://mymysteryshopresults.cenex.com>.

STEP 3: THE INQUIRY PROCESS

In the event of shopper error or a failed question needing remediation, submit an inquiry and/or corrective action by going through the inquiry process.

Sites can earn points back through the Corrective Action Process, removing them from a potential failing status and ensuring all Cenex Retail Image Brand Standards are met.

SUBMIT INQUIRY

To submit an inquiry on an incorrectly scored question, please log on to the mystery shop portal and click on **Submit Inquiry** at the top of the evaluation results. For each question where you believe a shopper error occurred, provide details and information explaining that shopper error.

SUBMIT CORRECTIVE ACTION

To submit a corrective action, log on to the mystery shop portal and view the evaluation results. Click on **Submit Inquiry** at the top of the page. A pop-up window with a list of questions will appear. For each failed question needing remediation, upload photo documentation showing corrected elements.

During corrective action review, photos will be analyzed to determine if standards are met and points can be returned.

It is important to note all brand standard infraction(s) must be remedied. Failure to complete corrective actions may result in termination of the BPMA between CHS and your company, in accordance with the provisions of the Petroleum Marketing Practices Act.

The following questions are part of Cenex Retail Image Brand Standards.

- Did the Cenex canopy (including the canopy itself, the underside, and the canopy columns) meet all image standards (correct colors and logos)?
- Did the Cenex fueling island (including the protector poles, bollards, raised endcaps, and curbs) meet all image standards (correct colors)?
- Did all fuel dispensers in the Cenex fueling island meet all image standards (correct colors, decals, and logos)?
- Did the location have at least two (2) different grades of gasoline (does not include diesel or alternative fuel) available on site?
- Did the Main ID sign (and/or fuel pricing if on the canopy instead of the Main ID sign) meet all image standards (correct colors, pricing, and logos)?

Passing all of these questions is a requirement in order to pass the evaluation. If any questions in the Brand Standard category are answer NO, the evaluation will result in a failing score.

STEP 4: KEEP UP THE GOOD WORK!

Always remember to provide your customers with a satisfying c-store experience by inspecting your store and making sure your store image stays professional and up to date.

UNATTENDED SITE EVALUATION

THESE SITES WILL ONLY HAVE CENEX BRANDED CANOPIES AND WILL BE UNATTENDED (NO STORE, NO STAFF).

SHOPPER WILL:

- Arrive between 8 a.m. and 7 p.m. Monday-Saturday for most locations.
- Make a fuel purchase and be reimbursed up to \$5.
- Evaluate the exterior and take all required photos.

If the location is partially or completely closed but has Cenex branding, shopper will evaluate all available areas. The client should be notified before the shop is posted to then determine if they would like the location re-shopped or to post the shop as is.

If the location has NO Cenex branding (either completely unbranded or changed to another brand), shopper will not conduct the evaluation, but will take as many photos as possible of the location. The client should be notified.

Contract allows for up to 20 questions, one open-end, and up to 20 photos on average.

- Evaluation is currently 16 questions with one open-end

Shops will have a Pass/Fail status:



90% and above = Pass



Below 90% = Fail

N/A questions will have points removed from possible and should print on individual reports.

REQUIRED PHOTOS ARE:

1. Overall photo of the location (also required for closed locations)
2. Overall fueling area
3. Gasoline fuel dispenser top to bottom
4. Gasoline fuel dispenser close-up of octane stickers
5. Diesel fuel dispenser top to bottom
6. Alternative fuel dispenser top to bottom (if present)
7. Main ID sign front
8. Main ID sign back
9. Canopy photo showing two sides - Cenex canopy
10. Canopy photo showing the other two sides - Cenex canopy

*** Additionally, photos of any issues found--noted in the questionnaire.

01 Was this location in compliance with all Cenex brand standards for the Cenex canopy, fueling island, fuel dispensers, and Main ID sign? Mark one only:

This question will be answered by programming based on the responses to the brand standard questions below (Q2-5), this will cause the location to automatically Fail the evaluation if answered No.

- Yes
- No

02 Did all canopies (including the canopy itself, the underside, and the canopy columns) meet all brand standards (correct colors and logos)? Mark one only:

- Yes
- No
- N/A (location does not have a canopy or fueling area closed/under construction)

02a. If No, mark all that apply:

- a. At least one canopy did not have minimum of two Cenex logos
- b. Incorrect Cenex logos present
- c. One or more sides had missing or incorrect Cenex fascia
- d. Cenex logo was dirty, faded, or damaged
- e. Additional signage or logos on Cenex canopy (excluding clearance decals)
- f. Canopy columns not light gray (galvano gray) (if painted)

03 Did all fueling islands (including the protector poles, bollards, raised endcaps, and curbs) meet all brand standards (correct colors)? Mark one only:

- Yes
- No
- N/A (fueling area closed/under construction)

03a. If No, mark all that apply:

- a. Protector poles not the correct color (red or stainless steel)
- b. Bollards not the correct color (red or stainless steel)
- c. Raised endcaps not the correct color (red or stainless steel)
- d. Curbs not the correct color: dark gray (haze gray), stainless steel, or unpainted

04 Did all fuel dispensers meet all brand standards (correct colors, decals, and logos)? Mark one only:

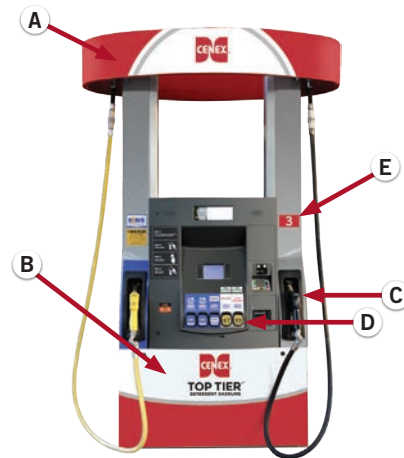
- Yes
- No
- N/A (fueling area closed/under construction)

04a. If No, mark all that apply:

- a. Pump skirt had missing or incorrect graphic or incorrect colors
- b. Valance had missing/incorrect graphic or faded/incorrect colors
- c. Missing or incorrect octane/product identification decal
- d. Missing or incorrect pump number decal
- e. Nozzle(s) not black for gasoline, green or red for diesel, red for kerosene, and/or yellow for E-85, E-40, etc.
- f. Missing or incorrect warning/regulatory decal
- g. Incorrect color on side supports

Example of Compliance

- A. **Valance** – A valance is required on all multi-product dispensers (MPD). The Cenex logo will be placed on the side with the white, the other end will be red with a blue arc on white.
- B. **Pump Skirt** – The Cenex logo and TOP TIER™ Detergent Gasoline is the only graphic on the dispenser doors (skirt) and must appear only in the white section.
- C. **Nozzles** – All gasoline nozzle scuff guards must be black. All diesel scuff guards must be green or red. All alternate fuel nozzle scuff guards must be yellow.
- D. **Octane Stickers** – Appropriate octane stickers are required for all gasoline products.
- E. **Pump Number** – Red with white numerals is always required.



05

Did the Main ID sign (and/or fuel pricing if on the canopy instead of the Main ID sign) meet all image standards (correct colors, pricing, and logos)? Mark one only:

- Yes
- No
- N/A (could not be evaluated because of construction)

05a. If No, mark all that apply:

- a. Cenex logo not at top of the Main ID sign (no logo at all or additional panel above Cenex logo)
- b. Cenex logo or sign facing dirty, faded, or damaged (on Main ID, or any Secondary signage)
- c. Main ID sign missing or incorrect Cenex logo
- d. Main ID sign cabinet/sign pole not dark gray (haze gray)
- e. Gasoline panel not red with white lettering or red LED prices
- f. Diesel panel not red or green with white lettering or red or green LED prices
- g. Alternative fuel price panel not blue or red with white lettering or red or blue LED prices
- h. At least one grade of gasoline was not posted at the top of all fuel grades
- i. Only diesel or alternative fuel pricing present
- j. Service messages not red panel with white lettering
- k. Product and/or price inserts contained unapproved Cenex graphics
- l. Metal flip price sign present
- m. No fuel pricing present on Main ID sign, secondary sign, or canopy
- n. E-85 logo present

06 Were all canopies (including the canopy itself, the underside and lights, and the canopy columns) clean, in good condition, and free of advertising signage? Mark one only:

3 pts

- Yes
- No
- N/A (location does not have a canopy or fueling area closed/under construction)

06a. If No, mark all that apply:

- a. Excessive dirt, mold, or mildew present
- b. Bird or wasp nests present
- c. Canopy faded or damaged
- d. Canopy underside damaged, chipped, scuffed, had peeling paint or rust
- e. Columns damaged, chipped, scuffed, had peeling paint or rust
- f. Advertising signage present
- g. Lights dirty, cracked, damaged, or appeared to be burnt out/not working

Example of Compliance



07 Were all fueling islands (including the protector poles, bollards, raised endcaps, and curbs) clean, in good condition, and free of advertising signage? Mark one only:

3 pts

- Yes
- No
- N/A (could not be evaluated because of construction)

07a. If No, mark all that apply:

- a. Bollards or protector poles were not free of advertising signage
- b. Bollards or protector poles were damaged, chipped, scuffed, had peeling paint or rust
- c. One or more bollards or protector poles were broken or noticeably damaged
- d. Bollards or protector poles were noticeably dirty
- e. Raised endcaps were damaged, chipped, scuffed, had peeling paint or rust
- f. Raised endcaps were noticeably dirty
- g. Curbs were damaged, chipped, scuffed, had peeling paint or rust
- h. Curbs were noticeably dirty or had more than minimal old oil build-up

08 Did the location offer any alternative fuels? Mark one only:

0 pts

- Yes
- No
- N/A (fueling area closed/under construction)

08a. If Yes, which kinds? Mark all that apply:

- E-85
- E-20
- E-30
- E-40
- E-15
- Propane dispenser (does not include cylinders, portable tanks, etc.)
- Kerosene
- DEF
- CNG
- Other

09 Were all nozzles in working order, and if not, no more than two (2) out of order and all properly bagged? Mark one only:

3 pts

- Yes
- No
- N/A (fueling area closed/under construction)

09a. If No, mark all that apply:

- a. More than two (2) nozzles out of order
- b. One or more nozzles not bagged properly

10 Were all fuel dispensers clean and in good condition? Mark one only:

3 pts

- Yes
- No
- N/A (fueling area closed/under construction)

10a. If No, mark all that apply:

- a. Handwritten signs on dispenser
- b. One or more dispensers damaged, noticeably dirty, or had graffiti
- c. Unauthorized signage or advertisement
- d. Pump toppers (if present) faded, damaged, unprofessional, or obviously outdated

Example of Compliance



11

Was at least one trash container present at each dispenser island, and were all exterior trash containers clean and well-maintained? Mark one only:

3 pts

- Yes
- No
- N/A (fueling area closed/under construction)

11a. If No, mark all that apply:

- a. Did not have a trash container for each dispenser island
- b. Trash containers full or overflowing
- c. Trash containers noticeably dirty
- d. Trash containers damaged or had graffiti

12

Was at least one windshield service unit present at each dispenser island, and were all windshield service units clean and well-maintained? Mark one only:

3 pts

- Yes
- No
- N/A (fueling area closed/under construction)

12a. If No, mark all that apply:

- a. Did not have a windshield service unit for each dispenser island
- b. No water/cleaning solution in the unit
- c. Dirty water/solution
- d. Squeegee not well-maintained
- e. No squeegee and not found nearby (i.e., two (2) squeegees in one unit on same dispenser island)
- f. Empty paper towel dispenser
- g. Windshield service units noticeably dirty
- h. Windshield service units damaged or had graffiti
- i. Cenex logo (if present) dirty, faded, or damaged

13 Was the Main ID sign clean, in good condition, and free of temporary advertising signage?
Mark one only:

3 pts

- Yes
- No
- N/A (could not be evaluated because of construction)

13a. If No, mark all that apply:

- a. Product and/or price panels or digits damaged, missing, or disorganized
- b. Prices on LED burnt out or not readable
- c. Reader board missing letters or numbers
- d. Noticeably damaged, or had peeling paint or rust
- e. Sign poles not free of temporary advertising signage
- f. Poles dirty, faded, damaged, dented, scratched, or chipped
- g. Electronic message center (if present) not working
- h. No Main ID sign at the location

14 If the location had a secondary Main ID sign or high-rise sign, was it clean and in good condition? Mark one only:

3 pts

- Yes
- No
- N/A (no secondary sign or high-rise sign)

14a. If No, mark all that apply:

- a. Missing or incorrect logo
- b. Secondary sign or high-rise sign cabinet not dark gray (haze gray)

Examples of Compliance



15

Were the lot, fueling area, driveways, walkways, and landscaping clean and well-maintained overall? Mark one only:

3 pts

- Yes
- No
- N/A (all of these areas closed/under construction)

15a. If No, mark all that apply:

- a. Area under canopy not fully paved
- b. Large cracks, potholes, or tripping hazards present
- c. Excessive spills/stains present on pavement
- d. More than five (5) pieces of litter present in the overall exterior
- e. Overgrown grass present
- f. Excessive weeds or dead plants/bushes present

Example of Compliance



