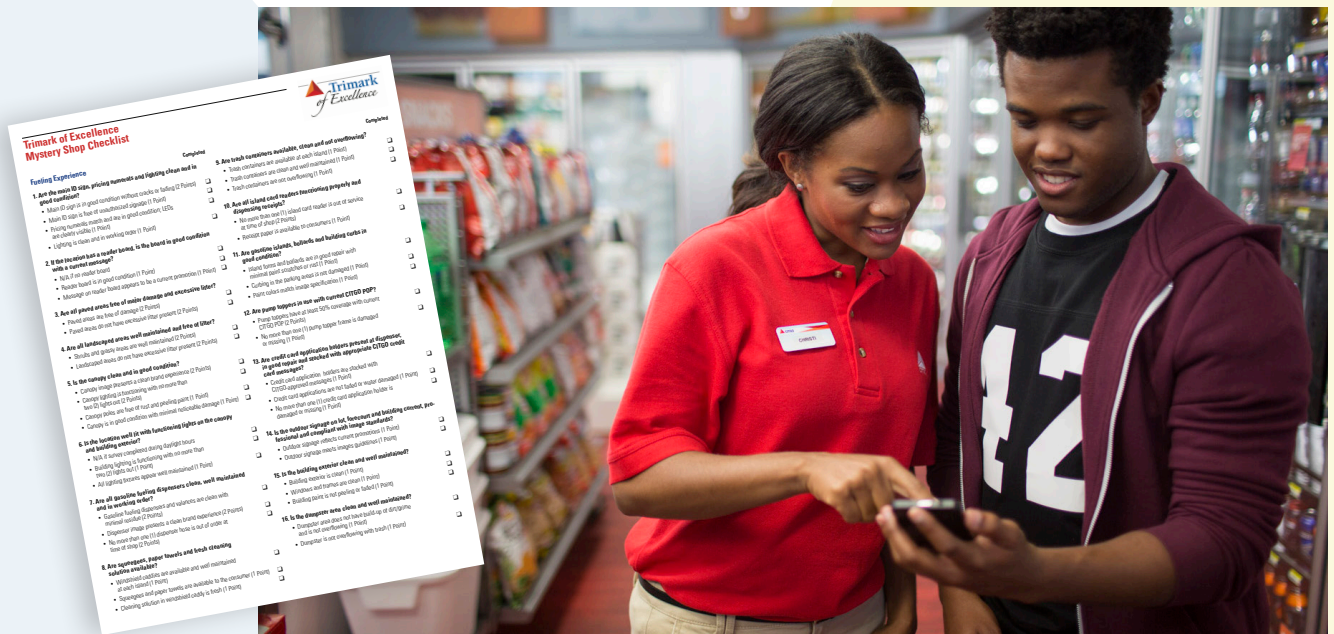




# Trimark of Excellence Mystery Shop Program

The Trimark of Excellence Mystery Shop Program is uniquely designed to protect the integrity of the CITGO brand and reward you for your day-to-day efforts to maintain it. It creates consistency across the brand and allows for tracking accomplishments as well as areas of improvement, both in the store and at the pump.



## Mystery Shop Frequency

Quarterly shops are conducted by Alta360.

- Shop 1 Jan. 1 - March 31
- Shop 2 April 1 - June 30
- Shop 3 July 1 - Sept. 30
- Shop 4 Oct. 1 - Dec. 31

## Questionnaire

The questionnaire emphasizes consistency and is divided into three sections that encompass the overall retail experience of your customers—fueling, shopping and customer service.

## Grading System

The grading system pinpoints your performance based on a possible score of up to 121 points (119 points plus 2 bonus points), with all questions allowing for partial credit. A pass/fail score will be given on select brand image questions. Locations that score 97% or higher on any given shop will receive a reward. Locations scoring 80% or lower on any given shop are considered failing and penalties will be applied.

## Results

Your mystery shop results can be accessed in the following ways:

- Your CITGO gasoline supplier will receive notice when a mystery shop is completed at your location. They will also receive a customized summary report and can provide you with recommendations for improvements and training, if necessary.
- Log in to myCITGOstore.com and click the “Mystery Shop Results” button.

## Quarterly Rewards

If your location scores 97% or higher on a quarterly shop, you will receive the following from your gasoline supplier:

- \$150 in CITGO Gift Cards
- Letter of commendation
- Performance certificate to display in the store

## Annual Rewards

The top 500 retail locations for the year will receive the following from their gasoline supplier:

- \$500 in Visa® gift cards
- Recognition plaque
- Letter of commendation

## Penalties

Your gasoline supplier will receive the following penalties for each location scoring less than 80% on consecutive shops. It is up to them to decide whether or not to pass them on to you.

1st failure	Warning letter
2nd consecutive failure	\$100 charge
3rd consecutive failure	\$200 charge and subject to debrand
4th consecutive failure	\$500 charge and subject to debrand
5 or more failures	\$1,000 charge and subject to debrand

## Request for Action (RFA)

You have the ability to submit an RFA if you feel a scoring error was made on your mystery shop. RFAs must be submitted within 30 days from the shop OR 10 days after the end of the quarter, whichever comes first.

To submit an RFA:

1. Log in to myCITGOstore.com
2. Click the “Mystery Shop Results” button
3. Open the location survey in question
4. Click “Request for Action” and complete the form

The CITGO team will research the request and respond within 3-5 business days. If your request is determined to be valid, points will be added to your score.

## NEW FOR 2017!

The following program enhancements have been made to help you improve your mystery shop scores while providing your customers with a friendly shopping experience.

## Image Solution Program (ISP)

The ISP allows you to earn points back when you take action to fix branding issues. It works via a new “Action Feedback” section on your quarterly mystery shop report. Under failed branding questions, you’ll receive specific actions to take to earn points back. ISPs must be submitted within 45 days from the shop.

## Tips & Tricks

Tips & Tricks is a new feedback feature found on your quarterly mystery shop reports.

Automatically populating under select questions, they provide you with solutions to fix existing issues in order to avoid penalties on future shops. They do not offer points back.



## For More Information

- Contact your CITGO gasoline supplier
- Visit myCITGOstore.com>> Trimark of Excellence