



Mystery Shop Guidelines and Client Requirements
Circle K—Alcohol and Tobacco ID Checks
November 30, 2011

Confero does not pay for assignments that are not conducted according to these guidelines. Guidelines and client requirements must be followed carefully while performing and reporting your mystery shop assignment.

Preparation:

IMPORTANT NOTE: You MUST read your shop offer to see if you were assigned an alcohol or tobacco shop. The scenarios are alternated.

- Confirm the location hours! It is your responsibility to make sure the location is open before you try to shop.
- If you are assigned to conduct more than one shop visit, report each visit on the correct shopper survey form.
- You are to present an alcohol or tobacco product for purchase. Check your assignment to see which one is required for your visit!
- Your appearance must meet to following criteria.
 - No facial hair
 - Not hats
 - No sunglasses
 - You must be between 21 and 25 years of age.

Conducting the Shop Visit:

Days and Dates to Shop:	Time to Shop:	Validation Requirement:
Any day within range given by scheduler	Any time— except 2AM-6AM	Receipt for purchase of small item—shopper choice (gum, candy, etc).

Your complete attention is expected during this shop assignment. Cell phone conversations (or answering your cell phone) are not permitted during the shop visit. Please understand that all stores have video surveillance. If our client feels that inaccurate information has been submitted, all questioned reports are viewed on tape for accuracy.

Print your Red Card/Green card sheet. You will give out a Red or a Green card, depending upon the employee's actions.

At the store:

- Be sure you pay attention to the specific timing requirements on the online survey.
- What time did you enter the store?
- What time did you enter the line?
- How many customers were in line (not including yourself) when you entered the line?
- What time did the cashier greet you?
- How long did it take from the time you entered the line until the cashier greeted you? (Be prepared to enter this in minutes and seconds, this detail is very important to the client and this must be accurate information.)
- How many cash registers were open?

Please follow the below guidelines and be sure to hand the employee the Green or Red Card after removing your alcohol/tobacco purchase and paying for your item.

- Select an alcohol or tobacco product for purchase (see your assignment to know which one)
- The employee is expected to scan the product before asking you for ID
- If the employee asks you for ID before scanning the product, that is OK but it is not required
- After the product is scanned, the employee is expected to ask for your ID and then SCAN your ID through the register
- It is not OK if the employee simply looks at your ID—it **must be scanned** through the register
- **Washington & Oregon Residents:** There is no scanning mechanism on the registers in Oregon and Washington; therefore the employee must enter your birth date in the register manually
- The employee is NOT to state any amount or ask for money from you until after the ID is scanned
- After the scanning (or failure to), you must interrupt the sale so you do not buy the alcohol or tobacco product
- Proceed with your purchase of gum, candy, etc. (this will produce your receipt for proof of your visit)
- Be sure to get your purchase receipt
- Hand the employee a **Green Card** (if your ID was requested and scanned) or a **Red Card** if it was not
- **Be careful to report each visit accurately. The attempt to scan your ID will be noted on your transaction even though it may not appear on your receipt. Our client will be checking behind randomly-selected shops to ensure we have reported accurately.**

Please do not make any comments to the employee about the program or the outcome of the shop. A simple "Thank you" is all that's required.

Required Observations (see your shop log to know if your shop requires this): Make the following observations and be prepared to answer these questions on the online survey.

- How long did it take from the time you got in line until the time you were greeted by the cashier? (minutes & seconds)
- Rate the overall cleanliness of the store (scale 1-10, 10 being the highest)
- Rate the customer service (scale of 1-10)
- If the location has food service, what was the number of items available for purchase on the grill or in the warmer? (hot dogs, taquitos, sausages, etc.)
- **Important note** if the location does not have food service, please verify that regular, decaf and the flavor of the quarter coffees were all available for purchase. You will be required to answer this on your online survey.

Reporting Your Shop Findings:

Submit your Survey responses online and your validation (purchase receipt) within 12 hours of your mystery shop visit. We cannot accept your shop survey without the validation receipt. **Upload your transaction receipt** to your survey form (via scan or digital photo). If you cannot upload your receipt (validation document), or need alternatives, you must contact your scheduler for this specific project. To contact your scheduler, go to your shop log and click in the "Help/Contact" link associated with this shop.

All information about this assignment is to remain confidential. This includes the survey questions, guidelines, results and any other criteria. All findings reported by you are the property of Confero and may not be reported elsewhere.

All payments are issued via PayPal. For more information about Confero's payment policy, please visit www.conferoinc.com and click on "Shopper Center"

Additional Client Requirements:

- You must be age 21-25 years old.
- You cannot be a current or former employee of Circle K or a direct competitor of Circle K
- You cannot know or be related to anyone who works for Circle K or a direct competitor of Circle K.
- You cannot be a staff member, scheduler, or an editor for a mystery shopping company other than Confero, without Confero's prior approval of your assignment for this project. Do NOT contact any Circle K EMPLOYEE directly for any reason! If you have any questions or concerns about your assignment, about what happened during your shop, about an employee of the store, contact your scheduler immediately.



A Responsible Retailer

Congratulations!

You have followed company policy and requested and scanned the I.D.



Thank you for protecting the public, the company and yourself.

Continue the Great Work!



A Responsible Retailer

You have failed to follow company policy by not asking for and scanning the I.D. for this purchase.

You have put yourself, the company and the public at risk.

Please Call your Market Manager Immediately!