

IGA Unrevealed Program Wave 1, 2012

Total Possible Points = 73

Unrevealed Questionnaire

Category Total Possible Points = 73

1. Was the parking lot clean, free of debris and the majority of carts were corralled?

- Yes (2 pts)
- No, the parking lot was not clean_____ (0 pts)
- No, there were excessive debris_____ (0 pts)
- No, the majority of the carts were not corralled_____ (0 pts)

2. Were the trash receptacles clean at the front of the store?

Examine the trash receptacles at the front exterior of the store. Were they excessively dirty or overflowing? If so, provide details. Only look for the trash receptacles at the front of the store, do not evaluate the trash/dumpsters at the back of the building.

- Yes, the trash receptacles were clean at the front of the store (1 pt)
- No, the trash receptacles were excessively dirty_____ (0 pts)
- No, the trash receptacles were overflowing_____ (0 pts)
- No, the trash receptacles were swarming with flies and/or bugs_____ (0 pts)
- N/A, there were no trash receptacles at the front of the store

3. Is the store entrance area (lobby) clean and inviting, organized and well lit?

As you enter the store, observe the lobby entrance and overall cleanliness. Evaluate benches, point of purchase signage, kid's rides, windows, lobby area, community bulletin board, and any other items that contribute to your first impression of the store.

- Yes, the general entry area was clean (2 pts)
- No, these area(s) were not clean:_____ (0 pts)

4. Was a shopping cart or basket available to you as you approached/entered the store?

Examine the interior AND exterior of the store entrance to locate the carts. Even if you choose No because it wasn't readily available, you still must find a cart for the rest of your shop!

- Yes (1 pt)
- No, explain_____ (0 pts)
- N/A, this store does not have any shopping carts

5. Was your cart clean, rust-free, and in good repair (e.g. wheels)?

- Yes (2 pts)
- No, my cart was excessively dirty or sticky_____ (0 pts)
- No, my cart was excessively rusty_____ (0 pts)
- No, my cart was not in good repair and was difficult to maneuver_____ (0 pts)
- N/A, this store does not have any shopping carts

6. Did the Produce department appear to be reasonably stocked and attractively organized with fresh merchandise?

- Yes (4 pts)

- No, please explain_____ (0 pts)
- N/A, this store does not have a produce department

7. Did the Fresh Meat department appear to be reasonably stocked and attractively organized with fresh merchandise?

- Yes (4 pts)
- No, please explain_____ (0 pts)
- N/A, this store does not have a fresh meat department

8. Did the Deli department appear to be reasonably stocked and attractively organized with fresh merchandise?

- Yes (4 pts)
- No, please explain_____ (0 pts)
- N/A, this store does not have a deli department

9. Did the Bakery department appear to be reasonably stocked and attractively organized with fresh merchandise?

- Yes (4 pts)
- No, please explain_____ (0 pts)
- N/A, this store does not have a bakery department

10. Were there any expired code dates on baby food/formula, lunch meat, bagged salad, or bagged cheese? CHECK ALL THAT APPLY

Check the code dates for a few items in each of these sections to ensure that there are no expired dates. NOTE: If one or more code dates are expired, choose "Yes" and clearly explain WHAT item was expired and specify the EXPIRED DATE.

- No, there was NO expired product in these areas. (4 pts)
- Yes, baby food/formula: please explain:_____ (0 pts)
- Yes, lunch meat: please explain:_____ (0 pts)
- Yes, bagged salad: please explain:_____ (0 pts)
- Yes, bagged cheese: please explain:_____ (0 pts)

11. Based on your overall shopping experience given the type of store you visited (supermarket, superette, or express), describe the QUANTITY: Was the store generally full and well-stocked in most areas? (excluding produce, meat, dairy, deli, bakery, frozen food).

NOTE: Due to the subjective nature of these questions, please be sensitive with your comments and refrain from comments that may be perceived as insulting or offensive.

- Yes, the store was generally full and well-stocked in most areas (2 pts)
- No, explain_____ (0 pts)

12. Based on your overall shopping experience given the type of store you visited (supermarket, superette, or express), describe the PRESENTATION: Was the store generally presented in a neat and organized manner; free of dust? (excluding produce, meat, dairy, deli, bakery, frozen food).

NOTE: Due to the subjective nature of these questions, please be sensitive with your comments and refrain from comments that may be perceived as insulting or offensive.

- Yes, the store was generally presented in a neat and organized manner; free of dust (2 pts)
- No, explain_____ (0 pts)

13. Based on your overall shopping experience given the type of store you visited (supermarket, superette, or express), describe the QUALITY: Were there generally no faded labels and damaged packages? (excluding produce, meat, dairy, deli, bakery, frozen food).

NOTE: Due to the subjective nature of these questions, please be sensitive with your comments and refrain from comments that may be perceived as insulting or offensive.

- Yes, there were generally no faded labels and damaged packages (2 pts)
- No, explain_____ (0 pts)

14. Based on your overall shopping experience given the type of store you visited (supermarket, superette, express), describe the AISLE SIGNS: Were they easy to read and helpful to locate products?

NOTE: Due to the subjective nature of these questions, please be sensitive with your comments and refrain from comments that may be perceived as insulting or offensive.

- Yes, the aisle signs were easy to read and helpful to locate products (2 pts)
- No, explain_____ (0 pts)
- N/A, this store does not have any aisle signs

15. Based on your overall shopping experience given the type of store you visited (supermarket, superette, express), describe the SHELVING, FIXTURES, AND EQUIPMENT: Were they free of excessive dust and grime?

NOTE: Due to the subjective nature of these questions, please be sensitive with your comments and refrain from comments that may be perceived as insulting or offensive.

- Yes, the shelving, fixtures and equipment were free of excessive dust and grime (2 pts)
- No, explain_____ (0 pts)

16. Based on your overall shopping experience given the type of store you visited (supermarket, superette, express), describe the IMAGE AND DECOR: Did the store appear well-maintained with a current décor?

NOTE: Due to the subjective nature of these questions, please be sensitive with your comments and refrain from comments that may be perceived as insulting or offensive.

- Yes, the store appeared well-maintained with a current décor (2 pts)
- No, explain_____ (0 pts)

17. Are all lights in good working order?

Examine the lighting. All lighting fixtures on the ceiling should be in good working order. If any lights were turned off or flickering in a distracting way, provide details. All lights, including food cases, spotlights, accent lights and checkout line indicator lights should be in working order.

- Yes, all lights were in good working order (2 pts)
- No, multiple lights were turned off in a distracting way:_____ (0 pts)
- No, some lights were flickering:_____ (0 pts)

18. Was the store floor clean and well-maintained (spills mopped, corners free of dust and debris)?

NOTE: Please take weather into consideration. If weather conditions cause some snow, dirt or footprints to be tracked in minimally near the entrance, do not count this against the store. Only deduct things that are in the store's control and can be corrected.

- Yes, the floor was clean and well-maintained (2 pts)
- No, spills had not been mopped yet and looked like they had been sitting for a while unattended_____ (0 pts)
- No, there was excessive dust or debris in the corners_____ (0 pts)

19. Were the order/price tags on the shelf edge clean and organized?

Browse the store to evaluate the order/price tags. The order/price tags should be visible and neat.

- Yes (1 pt)
- No, explain _____ (0 pts)

20. Were you able to locate the public restroom without asking an employee?

Look around the store to see if there is a public restroom visibly available for customers. If you can't find any indication that a public restroom is available, choose "No", but you will still need to ASK TO USE IT!

- Yes
- No, I couldn't find the restroom and had to ask

21. Was the restroom clean?

If the restroom had fewer than 6 pieces of small debris, was well stocked, and had a pleasant odor, answer Yes. If there was excessive debris, dried spills, cracked mirrors, the bathroom was not supplied with toilet paper, tissues or had an unpleasant odor, check all "NO" responses that apply and describe in detail.

- Yes, the restroom was clean, well stocked, and had a pleasant odor (3 pts)
- No, there were excessive debris on the floor: _____ (0 pts)
- No, the restroom was not supplied with toilet paper and/or tissues _____ (0 pts)
- No, the restroom had an unpleasant odor _____ (0 pts)
- No, the restroom had dried spills and/or cracked mirrors: _____ (0 pts)
- No, the restroom trash receptacle was dirty or overflowing: _____ (0 pts)
- N/A, I asked to use the restroom, but the employee REFUSED to let me and said it's not for customers _____

22. Were you able to identify the majority of the IGA employees by uniform?

Observe the employees on duty and check to see if the majority are wearing proper IGA attire. The uniform may be a polo shirt, t-shirt, apron, or any other appropriate attire. If you are able to identify the majority of the associates as IGA employees by their uniform, choose "Yes".

- Yes, I was able to identify the majority of the IGA employees by uniform (2 pts)
- No, the majority of the employees were not wearing uniforms, but I could still distinguish the employees from the customers (0 pts)
- No, no one was wearing a uniform and I was unable to distinguish the employees from the customers (0 pts)

23. If you approached or walked by an employee during your visit, did you receive a friendly verbal greeting?

Browse the store and attempt to approach or walk by an employee on the sales floor and observe if they provide a friendly verbal greeting.

- Yes, I received a friendly verbal greeting (2 pts)
- No, I did not receive a friendly verbal greeting _____ (0 pts)
- N/A, there were no employees on the floor to walk by during my visit
- N/A, all employees were busy helping other customers or engaged in work-related activities and could not acknowledge me

24. During your checkout experience, did you receive a friendly verbal greeting?

When you approach the cashier during check-out, listen for a friendly verbal greeting. Refrain from speaking to the cashier so that he/she has a chance to greet you first.

- Yes (3 pts)
- No, explain _____ (0 pts)

25. Was your cashier wearing a visible name badge?

During Checkout, observe your cashier and check to see if they're wearing a visible name badge. Do not evaluate your bagger or any other store employee, only evaluate YOUR cashier. NOTE: If your cashier's name is embroidered or sewn on their uniform, choose "Yes".

- Yes (2 pts)
- Yes - but it was partially hidden behind a coat or sweater/sweatshirt (2 pts)
- No (0 pts)

26. Please list the cashier who helped you when you checked out:

If you do not get the name of an employee, or are not 100% sure of the name, provide an accurate description (include Age/Height/Gender/Hair Color/Hair Style - NEVER USE RACE OR WEIGHT IN DESCRIPTIONS!)

27. Please list the bagger who helped you when you checked out:

Enter N/A if you were NOT helped by a bagger. If you do not get the name of the bagger, or are not 100% sure of the name, provide an accurate description (include Age/Height/Gender/Hair Color/Hair Style - NEVER USE RACE OR WEIGHT IN DESCRIPTIONS!)

28. Was the large item under your cart checked (prior to the purchase total being stated)?

The associate must check the bottom of the cart BEFORE the cashier announces to you what the total is. If the cashier tells you the total and NO ONE has checked the bottom of your shopping cart, choose NO. Be sure not to mention the name of the item in this report (just call it 'the large item!')

- Yes, the large item was noticed PRIOR to the purchase total being stated (2 pts)
- No, the large item was NOT noticed BY ANYONE and I had to bring it to the cashier's attention AFTER the purchase total was stated. Please give a detailed explanation: _____ (0 pts)
- N/A, my cart didn't have a bottom (or this store does not use shopping carts)

29. Before leaving did you receive a friendly closing remark or thank you?

Examples of acceptable closing remarks include "Thank you" or "Have a great day!" or "Can I help you out to your car?"

- Yes (3 pts)
- No, explain _____ (0 pts)

30. Did the checkout staff engage in any behavior that was INAPPROPRIATE or distracted from your experience?

- No (3 pts)
- Yes, talking on their cell phone during my checkout _____ (0 pts)
- Yes, swearing or using vulgar language _____ (0 pts)
- Yes, engaged in personal conversation/gossip with another co-worker _____ (0 pts)
- Yes, eating/drinking/smoking while on duty during checkout _____ (0 pts)
- Yes, other _____ (0 pts)

31. Overall, from the time I stepped into line until the time my checkout was completed, my total

transaction time was:

FROM THE TIME YOU STEPPED INTO LINE UNTIL THE TIME YOUR CHECKOUT WAS COMPLETED, how many minutes passed?

- Short (Less than 5 minutes), enter time (min / sec): _____ (3 pts)
- Average (5-9 minutes), enter time (min / sec): _____ (2 pts)
- Long (Over 9 minutes), enter time (min / sec): _____ (0 pts)
- Over 5 minutes, but the store employees were meeting the customers' needs and were working diligently to ensure transactions were completed in a timely manner. Enter time (min / sec): _____ (3 pts)

32. Is "IGA" printed ANYWHERE on your receipt?

Check carefully on the top area of your receipt to see if the IGA name or logo is printed anywhere!" to "Check carefully on both the top and bottom areas of your receipt to see if the IGA name or logo is printed anywhere!

- Yes (2 pts)
- No (0 pts)

33. Did the store have business cards, comment cards, or info on the receipt tape to prompt customers to visit www.igastore-feedback.com OR www.iga.com?

During Checkout, discreetly look to see if business cards or comment cards are available for customer feedback. If either include the website link (www.igastore-feedback.com OR www.iga.com), choose YES! After you leave the store, carefully CHECK YOUR RECEIPT to see if the receipt tape has the website link (www.igastore-feedback.com OR www.iga.com).

- Yes, the receipt tape had the feedback website link (3 pts)
- Yes, business cards with the feedback website link were available (3 pts)
- Yes, comment cards with the feedback website link were available (3 pts)
- No, there were no business cards, comment cards, or info on the receipt tape to prompt customers to go to www.igastore-feedback.com (0 pts)

34. During your visit, did any employee stand out and provide you with exceptional service?

- Yes, who? (Indicate the employee's name or description) _____
- No