



Dear IGA Retailer,

The IGA Assessment program is underway! To help us collect the data and meaningful information we'll need, IGA has again enlisted the help of survey.com, one of the nation's top data collection companies focused on the shopper experience, to conduct the IGA assessments. Survey.com has scheduled a trained *local* shopper who will take an unrevealed/revealed assessment of your store.

The assessor has already conducted their service behaviors and will now take the time to walk the store to fully document—in pictures—both what you're doing right, and what looks like it could use improvement. Those photos are then analyzed by Survey.com to ensure the data is both objective and accurate. **Please allow this assessor to complete the assessment process.**

Contact Jason King at 773-380-5014 with any questions or concerns about this process.

Regards,

Your IGA Team