

Appeal Process for Trimark of Excellence Mystery Shop Program



The appeal process allows you to receive points back on your survey for corrections made to select branding questions and/or a dispute a score you feel was made in error. Appeals must be submitted within 30 days from the shop or 10 days after the close of the quarter, whichever comes first.

Follow the steps below to submit an appeal:

- Log into the mystery shop results portal via MarketNet® or myCITGOstore.com.
 - From MarketNet – Log into MarketNet and navigate to Brand Management >> Marketer Programs >> Mystery Shop Program >> Mystery Shop Results **(Image 1)**
 - From myCITGOstore.com – Log into myCITGOstore.com, click on My Account then Mystery Shop Results **(Image 2)**
- Once you have accessed the mystery shop results portal, select the SURVEY EXPLORER ICON in the blue navigation bar at the top of the page, then click on the blue box with the + sign. **(Image 3)**
- From here, you should be able to view all location shops that have taken place at your site(s) during the current quarter. Find the location for which you wish to submit an appeal and click on it. **(Image 4)**
- Open the location survey in question and click on APPEAL. **(See Example 1)**
- A new screen will pop up. Click CREATE in the top right corner to start a new appeal. **(See Example 2)**

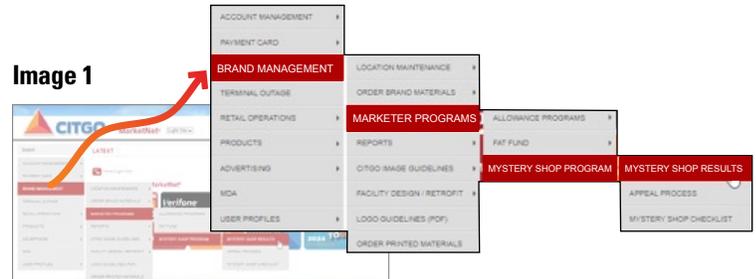


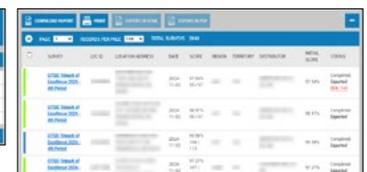
Image 1



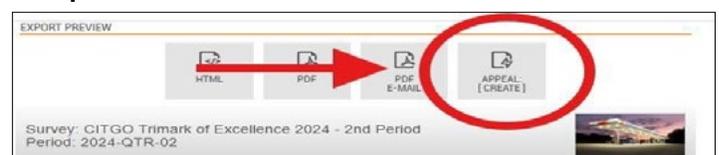
Image 3



Image 4



Example 1



Example 2



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Appeal Process for Trimark of Excellence Mystery Shop Program (continued)

6. When the appeal submission form populates, complete the "Title" field, ensure the radio button for "Appeal a Question" is clicked in the "Scope" field and select the question(s) you wish to appeal. **(See Example 3)**

7. Next, scroll down to "Type". Here, you'll select the best option that describes your appeal. **(See Example 3A)**

8. Next, you will enter a comment in the "Post a Comment" field under the PROGRESS UPDATE header and upload your photos by clicking ATTACH FILE. **(See Example 3B)**

NOTE: If multiple questions are being appealed, comments and photos must be submitted for each.

9. When all photos are uploaded, click the green SUBMIT button in the top right corner. **(See Example 4)**

10. Once submitted, appeal will show as PENDING. **(See Example 5)**

Appeals will be addressed within 14 business days of submission. If the appeal is determined to be valid, points will be added to your score. Once an appeal is addressed, the status will change to CLOSED. **(See Example 6)**

Example 3

Example 3A

Example 3B

Example 4

Example 5

| APPEAL TITLE / SUBJECT LINE | NUMBER | APPEAL SCOPE | DATE CREATED | OPENED BY | DATE CLOSED | CLOSED BY | STATUS |
|-----------------------------|--------|---|------------------|-----------|-------------|-----------|---------|
| TEST | | Were the main ID sign, pricing numerals and main ID lighting in good condition? | 2024-06-21 12:57 | Natalie | | | Pending |

Example 6

| APPEAL TITLE / SUBJECT LINE | NUMBER | APPEAL SCOPE | DATE CREATED | OPENED BY | DATE CLOSED | CLOSED BY | STATUS |
|-----------------------------|--------|-------------------|------------------|-----------|------------------|---------------|--------|
| Regional Manager (1) | | Brand Image Score | 2024-09-13 16:43 | null | 2024-10-10 11:32 | Stephan Light | Closed |



For More Information

If you have additional questions, please contact your **CITGO Brand Manager** at www.citgomarketnet.com/MarketNetWebOther/Contacts.html.

A copy of the mystery shop questionnaire can be found on **CITGO MarketNet** at www.citgomarketnet.com/MarketNetWebOther/BrandManagement/MysteryShopProgramQuestionnaireChecklist.pdf.