

# 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 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 in to the mystery shop results portal via MarketNet® or myCITGOstore.com.
  - From MarketNet – Log in to MarketNet and navigate to Brand Management >> Marketer Programs >> Mystery Shop Program >> Mystery Shop Results Q4 2025 & Beyond (**See Image 1**)
  - From myCITGOstore.com – Log in to myCITGOstore.com, click on **My Account** then **Mystery Shop Results Appeals Q4 2025 & Beyond** (**See Image 2**)
- Once you have accessed the mystery shop results portal, select the **MY SHOPS** tab at the top of the page to display a listing of your shops. (**See 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 **Screen** for the evaluation that you wish to appeal. (**See Image 4**)
- Once the evaluation is open on your screen, click **Add** found in the **SUBMIT REQUEST FOR APPEAL** box. (**See Image 5**)

Image 1

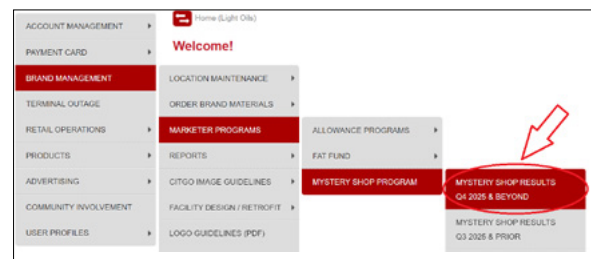


Image 2

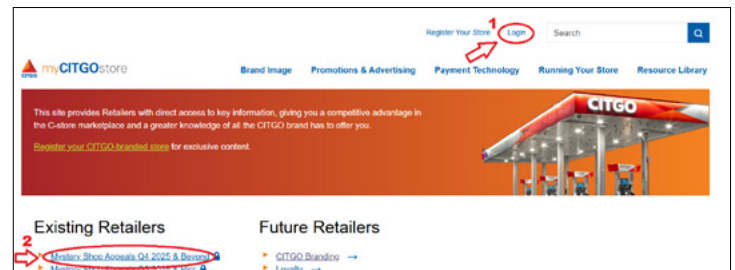


Image 3

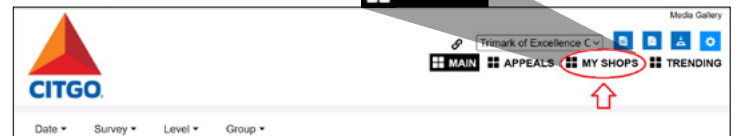


Image 4

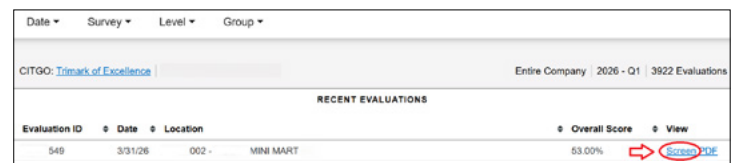
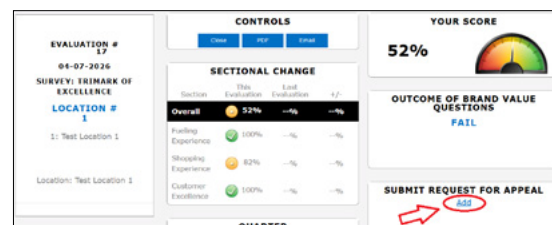


Image 5



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

5. A new screen will open to **Submit New Appeal**. (See Image 6)
  - a. First, select the question that you wish to appeal. Once the question is selected, the Response that you wish to appeal will appear.
  - b. Next, click the paper clip icon to upload images that support your appeal or cure.
  - c. Then enter the comments or reason for the appeal in the "Enter appeal details" section.
  - d. When all photos are uploaded and comments entered, click the **Submit New Appeal** button in the bottom, right corner.

Image 6

6. Once submitted, an appeal confirmation will appear. (See Image 7)
  - a. If there are additional questions you wish to appeal, select **Add another appeal**. Repeat steps a-d above until all questions have been appealed.
  - b. Once all appeals have been submitted, select **Close**.

You will receive a confirmation email from CITGOBrandShops@intelli-shop.com for each appeal submitted.

Appeals are typically addressed within 5-7 business days of submission and an email from CITGOBrandShops@intelli-shop.com will be sent to you with the result. If the appeal is determined to be valid, points will be added to your score and a new shop with the updated score will be sent out. Once an appeal is addressed, the status will change to Resolved with a Change. (See Image 8)

Image 7

Image 8

DATE UPDATED	STATUS
2026-01-29	Resolved with a Change



### For More Information

If you have additional questions, please contact your **CITGO Brand Manager**.

A copy of the mystery shop questionnaire can be found **here**.