



TRIMARK OF EXCELLENCE MYSTERY SHOP CHECKLIST

Points Fueling Excellence

- 7 **1. Which of the following best describes the main ID sign, pricing numerals, and if applicable, lighting condition?**
- No issues; all CITGO standards met.
 - CITGO ID sign was significantly damaged, cracked, etc.
 - CITGO ID sign face was completely missing from the sign cabinet.
 - CITGO ID sign was faded or paint on sign poles was peeling/cracking.
 - Unauthorized signage attached to main ID sign or pole.
 - Lighting not working, flickering, dimmed or partly illuminated.
 - CITGO logo was not present.
 - Pricing numeral and/or word plates were missing, did not match, cracked, peeling or fading.
- 2 **2. Which of the following best describes the reader board, if present (electronic display or lettered placards)?**
- No issues; all CITGO standards met.
 - Location did not have a reader board.
 - Reader board was damaged or had missing letter font placards/failing digital fonts.
 - Reader board did not display a current message.
- 5 **3. Which of the following best describes the condition of the paved areas?**
- No cleanliness issues (what you would expect from recent customer use).
 - Excessive potholes (3 or more).
 - Excessive grease/stains.
 - Excessive trash/debris.
 - Excessive snow/ice present in customer walkway (where applicable).
- 4 **4. Which of the follow best describes the condition of the landscaped areas?**
- Spotless: Free from trash, weeds and very well maintained, as if just landscaped.
 - Acceptable: Few small issues occurring from normal traffic flow, rather than management ignoring the landscaping.
 - Needs improvement: Enough issues with trash, weeds, dead plants, etc., that it appears management is ignoring the issue(s).
 - N/A: This location does not have a lawn/landscaped area.
- 12 **5. Which of the following issues apply to the condition of the canopy?**
- No issues; all CITGO standards met.
 - Canopy has noticeable damage.
 - Missing canopy under decking.
 - Trimark/CITGO channel letter signs/faces are missing.
 - Panels missing on the canopy fascia.
 - Canopy fascia has excessive peeling.
 - Unapproved banner installed on canopy.
 - Canopy pole(s) have unauthorized signage present.
 - Canopy fascia decals are dirty or damaged.
 - Canopy pole(s) have rust and/or are excessively dirty.
 - Underside of canopy is excessively dirty and/or has peeling paint.
 - The lighting is excessively dirty.
 - Trimark/CITGO channel letters are dirty or damaged.
 - Light fixtures not working properly (flickering, faint, partially broken, glass broken) or are out (non-daylight evaluations only).
- 3 **6. Which of the following best describes the building exterior lights?**
- Evaluation took place during daytime hours.
 - Operating correctly and in good condition.
 - Two or more building exterior lights were not working properly (flickering, faint, etc.) or completely out.
 - Light fixtures were not well maintained (broken glass, etc.).
 - Light fixtures were excessively dirty.
 - N/A: Evaluation took place during daytime hours.

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- 11 **7. Which of the following best describes the condition of the fueling dispenser(s) evaluated?**
- No issues; all CITGO standards met.
 - Two or more fueling positions were out of order.
 - Handwritten signs or significant tape residue present on dispenser(s).
 - Dispenser(s) were excessively dirty.
 - CITGO branding not present on lower dispenser door or valance.
 - Graffiti present.
 - Dispenser(s) were damaged (dents, missing pieces, out of order POS, etc.).
 - Imaging from another gasoline brand was present on the dispenser(s).
- 5 **8. Which of the following applies to the pump toppers?**
- No issues; all CITGO standards met.
 - There were no pump topper frames present on the dispensers.
 - Pump toppers have less than 50% CITGO POP coverage.
 - At least two (2) pump topper frames were missing or damaged.
 - At least two (2) pump topper frames were empty.
- 2 **9. Which of the following best describes the availability of amenities in the windshield caddies at the pump island(s)?**
- No issues; all CITGO standards met.
 - Windshield caddies were not available at each island.
 - Squeegees, paper towels and cleaning solution were not available at each island, or inside.
- 4 **10. Was the pump dispenser credit card reader (CRIND) functioning properly?**
- Yes, all CITGO standards met.
 - Yes, however the decals are in poor condition (extreme fading, partial decal, decal torn or partially missing) or decal is completely missing.
 - No, credit card reader was damaged.
 - No, credit card reader not displaying a message.
 - N/A: Payment at pump was not available at this location.
- 4 **11. Which of the following best describes the island, curbs and bollards?**
- No issues; all CITGO standards met.
 - Island curbs damaged or extremely chipped/peeling paint.
 - Island bollards damaged (bent, dented, apparent rust, etc.).
 - Pump island curbs not painted gray (unless stainless steel or concrete).
 - Pump island bollards not painted gray (unless stainless steel or concrete).
- 3 **12. Which of the following best describes the exterior trash container(s)?**
- No issues; all CITGO standards met.
 - One or more trash container(s) were overflowing.
 - One or more gas islands were missing a trash container.
 - Trash container(s) were excessively dirty or damaged.
- 4 **13. Which of the following best describes exterior signage on building, windows and doors?**
- No issues; all CITGO standards met.
 - Building and/or window signage did not have current POP promotions/branding.
 - Building and/or window signage was in disrepair or damaged (faded, torn, etc.).
 - Frames designed to hold exterior building signage were empty.
 - Handwritten signs on windows/doors.



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- 5 **14.** Which of the following best describes the condition of the building exterior?
- No issues; all CITGO standards met.
 - Building had structural damage.
 - Building had graffiti.
 - Building bollards damaged (bent, dented, apparent rust, etc.).
 - Building windows were excessively dirty, smeared, tape residue, or other cleanliness issues.
- 3 **15.** Which of the following best describes how the dumpster area is maintained?
- No issues; all CITGO standards met.
 - Dumpster was behind fully enclosed area or gated area.
 - Dumpster was not in an enclosed area and fully visible.
 - Dumpster was overflowing with trash.
 - Dumpster had graffiti.
 - Dumpster doors and/or lids were open (not closed).

Shopping Excellence

- 4 **16.** Which of the following best describes the cleanliness of the restroom?
- Spotless (as if someone had just thoroughly cleaned).
 - Acceptable (a few small issues such as a couple paper towels on the floor, unflushed toilet, etc. Probably occurred from a recent user).
 - Needs improvement (enough cleanliness issues that a customer would notice).
- 8 **17.** Were any of the following issues observed in the restroom?
- No issues; all CITGO standards met.
 - Restroom walls/stalls/mirrors had graffiti.
 - Handwritten signs present.
 - Trash container was overflowing or filled to the top.
 - Restroom was out of order or at least one toilet/urinal was out of order.
 - At least one paper towel dispenser was empty or not working properly.
 - At least one soap dispenser was empty or not working properly.
 - Mirror damaged or excessively dirty (scratches, cracks, smears and/or residue buildup, etc.).
 - Paper towels, toilet paper and/or soap were not in proper dispensers.
 - Hand dryer was out of order.
 - Restroom being used for storage.
 - Light fixtures excessively dirty and/or not working properly.
- 3 **18.** Which of the following best describes the cleanliness of the building interior/general sales floor?
- Spotless (no issues at all, no trash on the floor, etc.).
 - Acceptable (a few small issues – issues related to recent customers).
 - Needs improvement (enough cleanliness issues that a customer would notice).
- 3 **19.** Were any of the following issues observed inside the store/general sales floor?
- No issues; all CITGO standards met.
 - Two or more light fixtures were not working.
 - One or more aisles had obstructions or boxes on the floor.
 - Trash container(s) overflowing or filled to the top.
- 2 **20.** Which of the following best describes the cleanliness of the dispensed beverage area?
- Spotless (no issues at all, no trash, no spills, no residue present on counter, all dispensers working, etc.).
 - Acceptable (a few small issues – issues related to recent customers, rather than management ignoring cleanliness or maintenance issues).
 - Needs improvement (enough cleanliness, equipment and/or maintenance issues that a customer would notice that management needs to pay more attention to the dispensed beverage area).
- 2 **21.** Which of the following best describes cleanliness of the food service area?
- Spotless (no issues at all, no trash, no spills, no residue present on counter, all food item equipment in working order, etc.).
 - Acceptable (a few small issues – issues related to recent customers).
 - Needs improvement (enough cleanliness, equipment and/or maintenance issues that a customer would notice).

Points Shopping Excellence

- 6 **22.** Which of the following best describes the coolers and center store shelving areas?
- No issues; all CITGO standards met.
 - Cooler doors had excessive streaks/smudges and/or excessive tape/tape residue.
 - Coolers had excessive dirt/dust buildup.
 - More than 10 out of stocks found on cooler shelving.
 - Center store shelves were excessively dirty/dusty.
 - More than 10 out of stocks found on center store shelving.
 - Center store stand alone POP displays had little to no inventory and/or were damaged.
- 2 **23.** Were there any handwritten signage and/or unprofessional signage present in-store?
- Yes.
 - No.
- 3 **24.** Which of the following best describes the CITGO in-store display unit??
- No issues; all CITGO standards met.
 - In-store CITGO display unit was not present or not visible at or near sales counter.
 - CITGO PlusPAY materials not stocked.
 - CITGO Fleet Card materials not stocked.
- Customer Service Excellence**
- 4 **25.** Which of the following best describes the employee's uniform appearance?
- Employee wearing a branded shirt/smock/jacket.
 - Employee was wearing a name tag.
 - Employee did NOT have CITGO or C-store-branded shirt or a name tag.
- 5 **26.** Did the cashier offer a high level of service while handling the transaction?
- Yes. All standards were met.
 - Eye contact or nonverbal acknowledgement was not provided.
 - Verbal greeting was not provided.
 - Verbal closing was not provided.
- 3 **27.** Compared to the typical convenience store experience, how would you rate the overall speed of the entire transaction?
- Faster than usual.
 - About the same speed.
 - Took longer than usual.
- 6 **28.** Did any of the following occur during the checkout process?
- No issues; all CITGO standards met.
 - Sales counter area did not have enough room to place product(s) for purchase (should provide at least 12" to place items).
 - The item(s) purchased on the receipt did not match posted prices or processed incorrectly.
 - Sales counter is not organized and/or excessively cluttered.

Bonus Questions (Yes/No Answers)

- 2 **1.** Did the CSR or other station personnel suggest to use the Club CITGO® app for discounts?
- Yes.
 - No.
- 1 **2.** Does the location carry CITGO brand motor oil?
- Yes.
 - No.

Date: _____

Time: _____

Checked by: _____

Questions with a red square box around the number, indicate curable items through the Mystery Shop Appeal Process.

