



TRIMARK OF EXCELLENCE MYSTERY SHOP CHECKLIST

Points Fueling Excellence

- 7 **1. Were the main ID sign, pricing numerals and main ID lighting in good condition?**
- ☐ Yes. All standards were met.
 - ☐ The CITGO ID sign face was completely missing from the sign cabinet.
 - ☐ The CITGO ID sign was present but had significant damage (large holes, severely damaged).
 - ☐ The CITGO ID sign was damaged, showing cracks, dirty, peeling paint or fading.
 - ☐ Unauthorized signage was attached to main ID sign or main ID sign pole(s).
 - ☐ Pricing numerals were missing, did not match or were cracking, peeling or fading.
 - ☐ Lighting/paneling was dirty and/or not in working order.
 - ☐ CITGO logo was not present on main ID sign.
- 2 **2. Was the reader board in good condition with a current message?**
- ☐ N/A
 - ☐ Yes. All standards were met.
 - ☐ The reader board was damaged or there were missing letters/ broken digital letters.
 - ☐ The reader board did not display a current message.
- 5 **3. Were all paved areas clean and in good condition?**
- ☐ Yes. All standards were met.
 - ☐ Large area of damaged pavements and/or pot holes present in pavement (12" L x 12" W x 2" D).
 - ☐ Trash present on lot or island (6+ pieces in a visible area on property).
 - ☐ Excessive oil stains are present.
- 4 **4. Were all landscaped areas and planter boxes, including concrete planters, well maintained and free of litter?**
- ☐ Yes. All standards were met.
 - ☐ The shrubs, planter boxes and grass areas were not well maintained.
 - ☐ Trash present in planter boxes or landscaped area (6+ pieces in a visible area on property).
- 12 **5. Was the canopy clean and in good condition?**
- ☐ Yes. All standards were met.
 - ☐ The canopy fascia decals were dirty or damaged.
 - ☐ Panels missing on the canopy fascia.
 - ☐ The canopy pole(s) had excessive rust, were dirty and/or had excessive peeling paint.
 - ☐ The canopy had noticeable damage.
 - ☐ Underneath the canopy was not clean, had paint peeling, or the lighting was dirty/out.
 - ☐ Missing canopy under decking.
 - ☐ Unauthorized signage present on canopy poles.
 - ☐ Trimark/CITGO channel letter signs or Trimark/CITGO channel faces were missing (channel letters are C-I-T-G-O).
 - ☐ Unapproved banner installed on canopy.
 - ☐ Canopy fascia had excessive peeling.
- 3 **6. Was the retail location well-lit with functioning building lights?**
- ☐ Yes. All standards were met.
 - ☐ There were two (2) or more exterior building lights out.
 - ☐ Building light fixtures were not well maintained.

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- 10 **7. Was the fueling dispenser clean, well maintained and in working order?**
- ☐ Yes. All standards were met.
 - ☐ The fueling dispensers had handwritten signs, torn or faded decals, were dirty and/or tape residue was present.
 - ☐ There were 2 or more fueling positions out of order.
 - ☐ The lower dispenser door or the valance did not contain CITGO branding or the dispenser had damage.
- 3 **8. Did pump toppers have current CITGO POP?**
- ☐ N/A
 - ☐ Yes. All standards were met.
 - ☐ The pump toppers had less than 50% coverage with CITGO POP.
 - ☐ There were at least 2 pump topper frames that were missing, damaged, and/or empty.
- 2 **9. Were squeegees, paper towels and fresh cleaning fluid available at each island?**
- ☐ N/A
 - ☐ Yes. All standards were met.
 - ☐ Windshield caddies were not available at each island.
 - ☐ Squeegees, paper towels and cleaning solution were not available at each island, or inside the store.
- 5 **10. Was the island dispenser credit card reader machine (CRIND) functioning properly?**
- ☐ Yes. All standards were met.
 - ☐ CRIND area is damaged or the decals are in poor condition.
 - ☐ CRIND area screen is not displaying a message.
- 4 **11. Were the gasoline island curbs, bollards and building curbs in good condition?**
- ☐ Yes. All standards were met.
 - ☐ Island curbs damaged (bent, chipping or rust present).
 - ☐ Island bollards damaged (bent, chipping or rust present).
 - ☐ Island curbs/bollards are not painted gray and/or have chipping.
- 3 **12. Were trash containers available, clean and not overflowing?**
- ☐ N/A
 - ☐ Yes. All standards were met.
 - ☐ Trash containers were not available at each fueling island.
 - ☐ At least one trash container was dirty or damaged.
 - ☐ At least one trash container was overflowing.
- 3 **13. Was all exterior outdoor signage (on the lot, area by the front entrance, and on the building) current and professionally designed?**
- ☐ Yes. All standards were met.
 - ☐ Outdoor signage did not reflect current promotions.
 - ☐ Outdoor signage was not within image guidelines (torn, unprofessional).
 - ☐ Frames designed to hold exterior signage, other than pump toppers, are empty.

- 5 **14. Was the building exterior clean and well maintained?**
- ☐ N/A
 - ☐ Yes. All standards were met.
 - ☐ Structural damage to the building was present.
 - ☐ The building exterior was dirty, had graffiti present, or paint/decals were peeling or fading.
 - ☐ The windows and/or window frames were dirty or had excessive signage.
 - ☐ Building curbs were damaged (bent, chipping or rust present).

- 3 **15. Was the dumpster area clean and well maintained?**
- ☐ N/A
 - ☐ Yes. All standards were met.
 - ☐ The dumpster was overflowing with trash and/or the dumpster area had excessive dirt/grime build-up.
 - ☐ The enclosure area was not well maintained.
 - ☐ The dumpster doors and/or lids were not closed.

Shopping Excellence

- 6 **16. Was the restroom clean and in good condition?**
- ☐ Yes. All standards were met.
 - ☐ The restroom floors or ceiling were dirty, had graffiti, or not well maintained.
 - ☐ The restroom walls were dirty, had graffiti, had handwritten signs, or not well maintained.
 - ☐ Excessive odors were present in the restroom.
- 3 **17. Were the restroom fixtures and lights clean and in good condition?**
- ☐ Yes. All standards were met.
 - ☐ The sinks, toilets or urinals were dirty or not operational.
 - ☐ Mirrors, if present, had excessive scratches or graffiti.
 - ☐ Light fixtures were dirty or not working.
- 4 **18. Were restroom supplies available and in good working order?**
- ☐ Yes. All standards were met.
 - ☐ Toilet paper, paper towels and soap were not available or were not in their proper dispensers.
 - ☐ Dispensers were dirty or not operational.
 - ☐ Trash cans were dirty or overflowing, or the restroom was being used for storage.
- 4 **19. Was the store interior well maintained?**
- ☐ N/A
 - ☐ Yes. All standards were met.
 - ☐ The floors and/or rugs were dirty.
 - ☐ The lighting was not working or two or more light fixtures were out.
 - ☐ Aisles had obstructions and were not easily accessible.
 - ☐ No trash cans were available or they were overflowing.
- 3 **20. Was the foodservice or beverage area clean and well maintained?**
- ☐ N/A
 - ☐ Yes. All standards were met.
 - ☐ The food service area was not clean (trash and dried stains visible).
 - ☐ Beverage area/fountain machine was not clean, well maintained, or working.
 - ☐ Supplies for either food service or beverages (e.g., napkins, straws, lids, cups, etc.) were missing.
- 5 **21. Were the shelves and coolers clean and well stocked?**
- ☐ N/A
 - ☐ Yes. All standards were met.
 - ☐ Store shelving was not clean.
 - ☐ Merchandise on store shelves were not full and well stocked.
 - ☐ Cooler doors were not clean or had lighting outages.
 - ☐ Merchandise in cooler was not full and well stocked.
 - ☐ Displays were not well maintained.

- 2 **22. Was all inside POP signage in good condition and current?**
- ☐ N/A
 - ☐ Yes. All standards were met.
 - ☐ Promotional signage did not reflect the current sale items/prices.
 - ☐ Promotional signage was handwritten and/or did not appear to be professional.
- 3 **23. Was the in-store programs display unit present on the sales counter and stocked with CITGO promotional messages?**
- ☐ Yes. All standards were met.
 - ☐ In-store program display unit was not present.
 - ☐ CITGO Rewards® credit card materials were not available.
 - ☐ CITGO Check card materials were not available.

Customer Service Excellence

- 4 **24. Was the employee that processed your transaction wearing a uniform OR name tag and clean/well groomed?**
- ☐ N/A
 - ☐ Yes. All standards were met.
 - ☐ The employee was not wearing a uniform or name tag.
 - ☐ The employee's appearance was not clean or well groomed.
- 5 **25. Did the employee offer a high level of service while handling the transaction?**
- ☐ N/A
 - ☐ Yes. All standards were met.
 - ☐ Eye contact or nonverbal acknowledgement was not provided by the employee.
 - ☐ Verbal greeting was not provided by the employee.
 - ☐ Verbal closing was not provided by the employee.
- 6 **26. Did the employee handle the transaction correctly and efficiently?**
- ☐ N/A
 - ☐ Yes. All standards were met.
 - ☐ The wait time was excessive for the time of day.
 - ☐ The product totals did not match the posted prices.
- 4 **27. Was the cashier area clean and uncluttered?**
- ☐ N/A
 - ☐ Yes. All standards were met.
 - ☐ The sales counter area did not have enough room to place products for purchase. (There must be at least 12" to place products).
 - ☐ The sales counter displays were not organized or well merchandised.
- 2 **28. Was Club CITGO® being promoted at this location?**
- ☐ N/A
 - ☐ Yes. Club CITGO signage was displayed near the fueling islands or inside the store.
 - ☐ No Club CITGO signage was seen anywhere.

Bonus Questions (Yes/No Answers)

- 2 **1.** Did the CSR or other station personnel suggest using the Club CITGO app for discounts, paying with a CITGO Rewards Card or offer a credit card application?
- 1 **2.** Does the location carry CITGO brand motor oil?

Date: _____

Time: _____

Checked by: _____

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