

Trimark of Excellence Mystery Shop Program

The Trimark of Excellence Mystery Shop Program is uniquely designed to protect the integrity of the CITGO brand and reward you for your day-to-day efforts to maintain it. It creates consistency across the brand and allows for tracking accomplishments as well as areas of improvement, both in the store and at the pump.



Mystery Shop Frequency

Quarterly shops are conducted by Alta360.

Shop 1 Jan. 1 - March 31

Shop 2 April 1 - June 30

Shop 3 July 1 - Sept. 30

Shop 4 Oct. 1 - Dec. 31

Questionnaire

The questionnaire emphasizes consistency and is divided into three sections that encompass the overall retail experience of your customers—fueling, shopping and customer service.

Grading System

The grading system pinpoints your performance based on a possible score of up to 121 points (119 points plus 2 bonus points), with all questions allowing for partial credit. A pass/fail score will be given on select brand image questions. Locations that score 97% or higher on any given shop will receive a reward. Locations scoring 80% or lower on any given shop are considered failing and penalties will be applied.

Results

Your mystery shop results can be accessed in the following ways:

- Your CITGO gasoline supplier will receive notice when a mystery shop is completed at your location. They will also receive a customized summary report and can provide you with recommendations for improvements and training, if necessary.
- Log in to myCITGOstore.com and click the “Mystery Shop Results” button.

Quarterly Rewards

If your location scores 97% or higher on a quarterly shop, you will receive the following from your gasoline supplier:

- \$150 in CITGO Gift Cards
- Letter of commendation
- Performance certificate to display in the store

Annual Rewards

The top 500 retail locations for the year will receive the following from their gasoline supplier:

- \$500 in Visa® gift cards
- Recognition plaque
- Letter of commendation

Penalties

Your gasoline supplier will receive the following penalties for each location scoring less than 80% on consecutive shops. It is up to them to decide whether or not to pass them on to you.

1st failure	Warning letter
2nd consecutive failure	\$250 charge
3rd consecutive failure	\$500 charge and subject to debrand
4th consecutive failure	\$1,000 charge and subject to debrand
5 or more failures	\$2,500 charge and subject to debrand



Appeals

To receive points back on your survey for corrections made to select branding issues, or if you feel a scoring error was made, you can submit an Appeal by clicking the “Appeal” button at the top of your survey in the Alta360 Research reporting portal. All correction photos should be taken from the same spot as the original mystery shop photo. Appeals must be submitted within 30 days of the original mystery shop or up to 10 days after the close of the quarter, whichever comes first. Locations who receive a Brand auto-failure can retroactively receive their points back (and any penalties) if you submit an appeal with correction photos prior to the end of the following quarter. Click [here](#) for instructions on how to submit an Appeal.

Tips & Tricks

Tips & Tricks is a feedback feature found on your quarterly mystery shop reports. Automatically populating under select questions, they provide you with solutions to fix existing issues in order to avoid penalties on future shops. They do not offer points back.

For More Information

- Contact your CITGO gasoline supplier
- Visit myCITGOstore.com>>Trimark of Excellence