



Mystery Shop Guidelines and Client Requirements Ingles Markets—Updated: 11/11/11

Confero does not pay for assignments that are not conducted according to these guidelines. Guidelines and client requirements must be followed carefully while performing and reporting your mystery shop assignment.

Program Details:

This is a retail mystery shop in which you will visit an Ingles Market location that has been assigned to you, make a small purchase and complete an online evaluation form to report your observations. *You must complete your visit during the assigned time listed in the assigned shop posting.

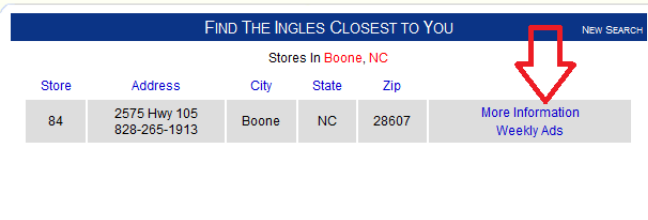
Preparation:

Print this page! Please review the online survey as well as these shop guidelines. These guidelines are meant as a guide and should be used in conjunction with your online survey. To find the online survey, log into your Confero Compass account and click on the 'View/Submit' link. **Note: the 'View/Submit' link will not work until you have read the shop guidelines.**

Be sure to use your shop log to also confirm the correct shop times, dates and location.

Confirming the correct location:

Before you leave to conduct your shops, please make sure you are visiting the correct Ingles Market location. To confirm the exact location details, use the location finder on the Ingles Market website: www.ingles-markets.com/store_locations/



Click on the 'More Information' link.

A Google Map will show the exact location of your Ingles location. Store hours and a phone number are also listed. For directions to the location, enter your address into the 'From' box and click 'Get Directions!'

Conducting the Shop Visit:

Days and Dates to Shop:	Required Purchase:	Validation Requirement:
Shops must be conducted on the day assigned during the specific times for those days provided by the program scheduler. Weekday Shops: 10AM-7PM Saturday Shops: 12 noon to 4PM Sunday Shops: 12 noon to 4PM	You are required to make a purchase from somewhere in the store. While we recommend a normal grocery store visit, you will be reimbursed up to \$3 for your purchases.	Itemized legible receipt (not a credit card slip) showing the required purchase. **Qualified Self-Assign Shoppers MUST upload validation.**

Requirements:

- Visit the assigned location on the date and time frame specified in shop posting. **The time of day is critical.** If you perform the shop outside of the required time frame or on the wrong day, your shop may not be accepted.
- Review all survey questions prior to shopping, so you will know the questions you are required to answer.
- Conduct the mystery shop personally. No one other than the assigned shopper may conduct this assignment.
- Submit online survey responses the same day the shop is performed.

- You must upload the validation document (store receipt) no later than noon

Arriving at the store:

- Count the number of loose carts in the parking lot or on the sidewalk that are not in a corral. Please do NOT count those neatly stacked on the sidewalk due to space considerations.
- Observe the cleanliness of the parking lot, sidewalk, trash receptacles and entryway.

Inside the store:

- Spend a minimum of 20 minutes in the store conducting your assignment. Be sure to gather all information necessary to answer all survey questions.
- Visit each of the required departments (**Fruit Cutting Stand, Produce, Deli, Bakery, Meat and Video**) and make the required observations.
- **For the deli, you do not have to make a purchase, but you must at least ask for a sample.**
- **Also, if there is a Hot Bar, you must observe the freshness of the items (were they fresh and freshly stirred, or did they appear old and dry).**
- Observe cleanliness of aisles, shelf areas, display cases and checkout area.
- Count the number of employees within 10 feet who greeted you, AND who did not greet you in each department. A greeting should include a smile AND a verbal greeting. **Do not count employees who were busy and likely did not see you.**
- You must ask an employee on the sales floor for assistance in locating a product that is NOT on that aisle. **Please DO NOT ask a cashier or bagger.**
- Mentally note the names of all employees you interacted with during your visit. Employees are expected to wear name tags. All employees should be wearing a white polo shirt and pants (no jeans) and a nametag. If an employee is not wearing a name tag, a description is required.
- You must visit the restroom so that you can report on cleanliness and availability of supplies.
- You must visit each of the assigned departments (**Fruit Cutting Stand, Produce, Deli, Bakery, Meat and Video**). You are not required to make a purchase in these departments, but you must make the required observations:
 - Was the merchandise neat and attractively displayed?
 - Were the sales items adequately signed and available?
 - Did all employees within 10 feet greet you with a smile and verbal greeting?
 - Was an employee available to assist you?
- **Deli & Bakery ONLY:**
 - **Did an employee offer to assist you in a reasonable time, or at least acknowledge you if they were busy with another customer? Note the length of time until you were offered assistance.**
 - **In the deli, please ask for a sample if you are not otherwise making a purchase.**
- Make a purchase from somewhere in the store. **We encourage you to make a normal grocery store trip and not purchase only one item. Our client is discouraging us from using shoppers who buy only one item.**
- Please be prepared to write a short narrative about your overall experience at Ingles and your interactions with any Ingles employees.



Check Out Procedures:

- Time exactly how long it took to checkout. Note, times will be confirmed with our client's Point of Sale system to make sure they are similar. If your reported time is incorrect, your report will not be accepted. Remember: for this assignment you may not use the self-checkout lanes. If you are invited to do so, please try to avoid this without being obvious.
- Listen for the cashier to ask if you have an Ingles Advantage card.
- If you do not make a large purchase, you must observe another customer's large order being bagged. Large orders provide the most valuable information to our client. Please do everything possible to observe a bagger handling a large order. **Note: If necessary, this can be done anytime during your visit and does NOT have to be when you are checking out.**

Reporting Your Shop Findings:


Submit your Survey responses online and your validation (purchase receipt) the same day as your mystery shop visit. We cannot accept your shop survey without the validation receipt. **Upload your receipt** to your survey form (via scan or digital photo). If you cannot upload your receipt or need alternatives, please contact your scheduler. To contact your scheduler, go to your shop log and click on the "Help/Contact" link associated with this shop.

To upload, click on the "Upload Picture" link on your shop survey. Browse for the file of your receipt and click "Upload Image File." Be sure to check the uploaded file. If you cannot read it, then we cannot read it.

If the validation document (receipt) is not received by 12 noon, the day after your shop, your shop will be considered late. Confero, Inc. and our client will not accept late reports or reports missing validation (receipt); you will not be paid for your assignment if you fail to follow these client requirements.

All information about this assignment is to remain confidential. This includes the survey questions, guidelines, results and any other criteria. All findings reported by you are the property of Confero and may not be reported elsewhere.

Payments will be made via PayPal no later than 60 days following the date the report is submitted. Details of Confero's payment policies are available at <http://conferoinc.com/shoppers-center/shopper-faq/#36>

<p>Oops! A file upload is required NEXT ></p> <p>Upload Receipt Here</p> <p>If you upload your receipt here, please do NOT also fax.</p> <p>If you cannot scan and upload the Receipt, please fax to number highlighted in yellow above along with your verification of work and receipt.</p> <p>REMEMBER: Once you have uploaded your receipt, be sure you can read it. If YOU cannot read it, WE cannot read it. If it is illegible, darken the scan and upload again. Thanks!</p> <p>This question will show as an Oops after submission IF you must fax rather than scan.</p>	<p>Upload picture</p> 
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Additional Client Requirements:

- You must be at least 21 years old.
- You cannot be a current or former employee of Ingles Markets or any other grocery store.
- You cannot know or be related to anyone who works for Ingles Markets or any other grocery store. You cannot be a staff member, scheduler, or an editor for a mystery shopping company other than Confero, without Confero's prior approval of your assignment for this project. Do NOT contact any Ingles Markets EMPLOYEE directly for any reason! If you have any questions or concerns about your assignment, about what happened during your shop, about an employee of the store, contact your scheduler immediately.