



# 2024 Customer Experience

Mystery Motorist Program



Retail Brand Standards



# Hello!

For more than 100 years, Shell has invested in building one of the world's most recognized and trusted brands.

To consumers, Shell-branded locations are the face of Shell, and consistent delivery of a superior experience is critical for preserving the brand's integrity.

It takes focus to deliver the very best at Shell-branded sites every day, and we thank you and your teams for partnering with us.

**People Make the Difference Real.**

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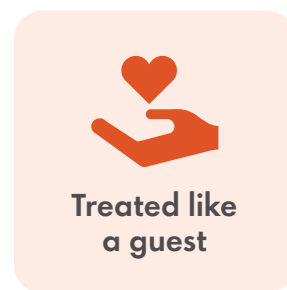
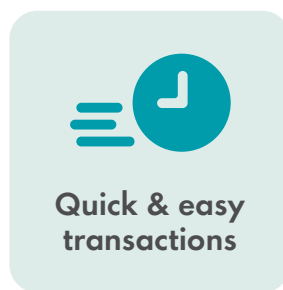
# Introduction

## Mystery Motorist Program

The Shell Customer Experience Measurement Program is a tool to provide the right focus on what matters most to Shell customers. It supports Wholesalers and Retailers in meeting the key touchpoints, or Site Essentials, that customers care about the most.

This program evaluates the overall customer experience, recognizing excellent site-level performance and identifying improvement opportunities.

The 2024 Mystery Motorist Program (MMP) will maintain its focus on delivery of the Four Customer Promises, with an increased emphasis on ensuring that customers receive a consistent experience at every site across the nation.



Shell has continued focus on the Four Customer Promises and the corresponding Site Essentials, which are now split into Image Essentials and Service Essentials.



**Image Essentials** refer to your station's visual appearance and maintenance, which directly influence the Shell brand image.



**Service Essentials** include day-to-day operations within site staff's control, such as staff interaction, station cleanliness, and overall customer experience.

Differentiators evaluate how well your site delivers on additional offer elements that drive increased satisfaction and loyalty.

- Differentiators include additional offerings that provide an exceptional experience for your customers, such as fresh food, diversified product selection, a Quick Service Restaurant, and upgraded restrooms.




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The Company reserves the right to make changes in the standards and requirements described in this Reference Guide and the MMP Evaluation Survey at any time for any reason upon notice (including notice posted on Company's websites).



Consumer research has shown that when sites consistently deliver on cleanliness, lighting, and service attributes, customers are:

	Highly satisfied with those experiences
	2X more likely to return to your sites
	3X more likely to recommend those sites to others

So, let's continue to focus on delivering highly satisfying experiences, which will:

	Drive more loyal customers
	Improve business results (Sites that miss 0 Site Essentials, on average, sell 48% more volume than sites that miss 3 Site Essentials and fail their MMP shop.)



Thank you for all that you do in support of the Shell brand.

# Program Details

## Participation

All sites are automatically enrolled in the Shell Mystery Motorist Program (MMP) to assess how well they represent the Shell brand. We encourage you to use your results to recognize excellent performance and to address improvement opportunities.

Shell-branded retail sites should consistently deliver the Shell Retail Brand Standards.

## Temporary Site Closures

Construction, remodeling, and some special circumstances (e.g., competitive conversions or weather damage) qualify the site to be temporarily removed from the evaluation cycle. These are called Temporary Inactive Requests.

A Wholesaler or Shell Territory Manager must submit a request for review and approval on the MMP portal.

Detailed instructions on how to submit a temporary inactive request can be found in the MMP Portal User Guide under "MMP 0 – Help and Resources" on the MMP Portal.

Please submit your requests before the shop period begins. Requests submitted post-shop will be considered under limited circumstances.

Temporary inactive status will be limited to maximum time frames as outlined below:

Major construction/Raze and rebuilds	Maximum 1 year
RVle upgrades/Image remodeling	6 months or maximum 2 shop periods
Competitive conversions	Maximum 1 shop period
Wholesaler/Dealer changes	Maximum 60 days, up to 1 shop period
Major weather damage	Maximum 60 days, up to 1 shop period

Please provide the appropriate documentation for approval should you require more time beyond the maximum time frames for temporary inactive status.

# The MMP Evaluation

Ipsos hires third-party contractors, or Mystery Shoppers, to perform the evaluations. They appear as ordinary consumers but are trained to assess how well the Shell Retail Brand Standards are followed, including Site Essentials and Differentiators.

The Mystery Shop consists of 21 scored questions and takes approximately 30 minutes to complete. Three shops are conducted at each retail site throughout the year. Time frames are detailed below:

Jan	Feb	Mar	Apr	May	Jun	Jul	Aug	Sept	Oct	Nov	Dec
Period 1				Period 2				Period 3			

The following criteria apply:

- Sites with recent EPOS activity are shopped each period.
- Sites will be shopped between 6 a.m. and 12 a.m., Sunday through Saturday, with consideration given to the hours of operation on Shell's "Gas Station Near Me".
- One of the three MMP shops is conducted during hours of darkness at sites that are open for at least 18 hours each day.
- There is a minimum of 60 days between MMP shops for each site, regardless of previous scores.
- Sites will receive a 30-day MMP shop window with advance email notification for each of the 3 shop periods. Sites can be shopped as early as 7 days after the email notification has been sent. You can manage email addresses for MMP advance notifications on MarketHub and/or Fuel Zone.



## Caution

Sites where a Staff Member refuses an MMP evaluation by an authorized Ipsos Mystery Shopper will be reported as a **zero** for that shop period and considered a **failure**. Revisits are not permitted in these cases.

# Program Details

## The Mystery Shop Process



The Mystery Shopper arrives unannounced and makes observations in the forecourt before, during, and after purchasing gasoline.



The Mystery Shopper then proceeds to the store or kiosk, makes a purchase, evaluates overall cleanliness, interacts with Staff Member(s), and checks the restroom facilities. If the Mystery Shopper cannot locate the restroom, they will ask a Staff Member for assistance.



The Mystery Shopper rates execution of Image Essentials, Service Essentials, overall satisfaction, and their likelihood to recommend the site to a friend.



During the Mystery Shop, the Mystery Shopper introduces themselves as an Ipsos Mystery Shopper and presents an authorization letter to a Staff Member.



The Mystery Shopper then evaluates the site's execution of Differentiators, including Marketing Programs and Customer Experience Offer elements.



Photos are taken to detail observations of each of the 21 customer impact questions, including any non-compliant items.



# Scoring Customer Experience

## Pass/Fail on Site Essentials

Each site is assessed in two ways. First, a Pass/Fail result is determined based upon execution of the 13 Site Essential questions, which are split into Image Essentials and Service Essentials.

This assessment indicates whether the site has complied with the Retail Brand Guidelines.

The compliance threshold is:



**Pass**

No missed Image Essential questions and up to 2 missed Service Essential questions.



**Fail**

1 or more missed Image Essential question(s) or 3 or more missed Service Essential questions.

All Image Essentials are eligible for Cure. +2 bonus points are awarded under Image Essentials if all Image Essentials are passed in the pre-Cure assessment.

Sites may receive a "Caution" on a Site Essential question. This occurs when Shell Retail Brand Standards are met, but a minor infraction (if ignored) could result in a "No" response during future visits. "Caution" responses still receive full points for that question.

## Differentiators

The second assessment is an evaluation of the **Differentiators**, which measures how well the site delivers a differentiated or exceptional customer experience.

The weighted Site Essentials score and weighted Differentiators score are then totaled to determine an Overall Score.

# Program Details

The overall MMP score does not factor into the Pass/Fail rating for MMP but is used for reward and recognition purposes for the You Make the Difference Real (YMTDR) program. The People Make the Difference Real (PMTDR) program uses specific questions from the MMP survey in calculating PMTDR scores/winners. For more information on PMTDR and YMTDR, please see these sections on MarketHub or Fuel Zone and/or consult with your Shell Territory Manager.

To determine a site's overall MMP score:

## A. Site Essentials

- A maximum of **78 points** can be earned by executing all 13 Site Essential questions.

## B. Differentiators

- A maximum of **32 points** can be earned by executing at the highest level on each of the 7 Differentiator questions.

## C. Bonus Points

- |  |           |
|--|-----------|
| ○ Quick Service Restaurant (QSR) on-site                           | +2 points |
| ○ Meet all Site Essentials at the time of the original visit       | +2 points |
| ○ Island Card Reader (ICR) functions properly and prints a receipt | +2 points |
| ○ Cashier prompt for Fuel Rewards® and/or Loyalty programs         | +3 points |

If a question is exempt from the survey and is marked as "NA" in the Scorecard, the total points available will be reduced by 6 points per exempt question.

A site will receive 2 additional Site Essential points if all Image Essentials are compliant pre-Cure.

A complete list of Site Essential and Differentiator questions and their corresponding point values is located on [page 14](#). Detailed guidelines for each question are also included within.

# Results

## Mystery Motorist Program

To view your Mystery Shop results, access the MMP portal via MarketHub or Fuel Zone and use the drop-down menu on the top right to view and/or download MMP scores and reports.


Sign up on **MarketHub** or **Fuel Zone** to receive email notifications as MMP scores are posted online.

## Disputes/Appeals

All Image Essentials, Service Essentials, and Differentiators are eligible for Appeal.

If a site disagrees with the Mystery Shopper's evaluation of a particular Site Essential or Differentiator question, an Appeal can be submitted for evaluation via the Scorecard.

Aside from the referenced Photo Cure Process on [page 11](#), fixing or repairing a compliance issue post-evaluation is not grounds for an Appeal.

<div><div>MYSTERY MOTORIST PROGRAM</div><div><b>P1 2024</b></div><div>123 MAIN STREET ANYTOWN, USA 12345 1000000</div></div> <div><a href="#">Close</a> <a href="#">PDF</a> <a href="#">Email</a> <a href="#">Register Appeal/Cure</a></div>				
Shop Date:	Shop Time:	Reported Date:	Last Day To Cure	
1/26/2024	7:31 PM	1/29/2024	2/28/2024	
Current Fail Counter	Number Of Cautions	Current SE Missed	1	Site Essentials (Compliance)
1	0	Cures Available	1	(12/13)
		SE Delivery If Cured	13	

Register Appeals and Cures

[Admin](#) [Home](#) [Logs](#) [Reports](#) [Locations](#) [Help](#) [Logout](#)

Location:

Address:

Wholesaler:

Job Date:

FUELING AREA

CUSTOMER SERVICE

67% (12/18)

67% (12/18)

Submit

### To submit a Cure or Appeal:

1. Visit the site's online MMP Scorecard report.
2. Click on the "Register Appeal/Cure" link on the top right corner.
3. Fill out the online submission form and submit within 30 days of the MMP report date.

In accordance with Shell guidelines, Ipsos reviews, resolves, and responds to Appeal requests via email within eight business days.

For more detailed information on how to submit a Cure or Appeal, please see the MMP Portal Guide on the MMP Portal under "MMP 0 - Help and Resources."

## New Image Essential Temp Exception

The Image Essential Temp Exception process allows sites to request an exception for one (1) Image Essential question per period. Request forms can be accessed before or during a shop period using the link provided on the Advanced Notification Email or the Site's Scorecard. For a first request, the person submitting must provide:

- Email address
- Shop Period being requested
- Image Essential question for exemption

The first Image Essential Temp Exception request will be automatically approved and reflected on your Site's Scorecard as "NA" within one month after the shop period ends.

If the same Image Essential question requires a Temp Exception for a second consecutive period, the person submitting must provide the information mentioned above, along with supporting documentation and a photo of the issue for review. The person submitting the request will receive an email notification indicating whether it has been approved or declined.

### Documentation Requirements for Second Consecutive Requests

Qualified Supporting Documentation	Documentation Specifications	Issuing Party
Typed Work Orders	Date the work or service or material was requested	Licensed Contractor
Typed Materials Orders	Description of work being done/materials ordered	Licensed Repair Technician
Typed Service Requests	Estimated delivery/completion date	Wholesaler's Maintenance Department

Image Essential Temp Exceptions will not be accepted beyond one month after a period has ended.



# Program Details

## Photo Cure Process



Photo Cure  
Process

You can file a Photo Cure using the same process as Appeals, with the same online submission form.

All Image Essential questions are eligible for the Photo Cure Process: I-1, I-2, I-3a, I-3b, I-4, I-5, I-5a, and I-6. Each of these will be noted as a “No (Curable)” on the Scorecard and appear on the Cure form. If the site can fix the issue(s) marked non-compliant and send photos as proof before the Photo Cure deadline, the score will be updated to reflect compliance. I-6 is not curable if the Mystery Shopper is told by a Staff Member that there is no restroom on-site.

For each Image Essential being cured:

1. Upload photos that have been taken at the same angle as the Mystery Shopper photos and prove all listed issues have been addressed.
2. Once verified, Ipsos will send you a resolution email as per the standard procedure.

We encourage sites to leverage the Photo Cure Process to drive timely corrective action because this is the only way to address non-compliant items that may contribute to a failing score.

To support your efforts, Ipsos may ask you to submit additional photos within the 30-day Cure window as an alternative to declining.



### Caution

The following actions will result in a Cure being **declined**, and the Photo Cure Process being closed:

- Using a previous Cure photo.
- Using a photo from a previous/different location.
- Using a digitally altered photo.

# Uniform Exemptions

The approved Shell uniform policy requires a shirt with either a Shell Pecten and/or Wholesaler's logo/C-store brand on the front chest. Aprons with Shell Pecten and/or C-store brand on chest with collared shirts or collared smocks with Shell Pecten or C-store brand on chest are also acceptable. Only Shell-approved suppliers are authorized to produce Shell-branded garments. Uniforms cannot contain the Pecten or other Shell logos unless they are produced by Shell USA's uniform provider, ANC Promotions (Belgravia Apparel).

For details on Shell-approved uniforms, visit [www.shellusauniforms.com](http://www.shellusauniforms.com). Any deviation from this policy requires an approved exemption to be on file which can be requested by submitting to the MMP Program Manager to be reviewed and approved in advance of the site(s) being shopped. Exemptions are effective with current and future shop periods (if applicable) but will not apply on a retroactive basis.

SOPUS MMP Program Manager	Heather Carson	<a href="mailto:SOPUS-MMP-Compliance@shell.com">SOPUS-MMP-Compliance@shell.com</a>
Motiva MMP Program Manager	Brenna Fisher	<a href="mailto:brenna.fisher@motiva.com">brenna.fisher@motiva.com</a>

## Program Details

# Shell Retail Brand Standards

Consistent delivery of the Site Essentials will drive a superior customer experience at Shell-branded sites.

- To maintain compliance, sites cannot miss any Image Essentials and can miss no more than 2 Service Essentials within a given shop period. A site missing 1 or more Image Essentials or 3 or more Service Essentials will be deemed to have failed one shop evaluation.
- Two shop evaluation failures within any three consecutive shop periods will trigger a final shop evaluation during the next shop period.
  - If a site passes the final shop evaluation in the next shop period, the site will not have to enter the debranding process.
  - If the site fails the final shop evaluation in the next shop period, the Wholesaler is eligible to enter into a one-time Settlement Agreement for the site in lieu of debranding.
  - If the Wholesaler has already utilized their one-time Settlement Agreement for the site, the site will then begin the debranding process.
- A site that fails this final shop evaluation will be deemed to have failed to meet Shell Retail Brand Standards and is subject to enforcement by Shell of all contractual rights and remedies, at law and in equity, including the right to de-identify (debrand) the site.

# Illegal Drugs and Paraphernalia

Illegal drugs, drug paraphernalia, and other items associated with drug use are strictly prohibited and will be evaluated by Ipsos during each MMP shop. Shoppers are instructed to note synthetic herbal incense packets, bath salt substances, drug pipes, bongs, roach clips, drug scales, synthetic urine, tianeptine, and any other prohibited item.







Violations may result in enforcement (each shop period) of Shell contractual rights, including, but not limited to, a monetary settlement or de-identifying the site. Change in site operations (dealer change, removal of the item, etc.) after the violation is reflected in the Scorecard will not excuse the violation.

Please refer to documents on MarketHub or Fuel Zone for updated guidelines on non-compliant items related to drug paraphernalia.

Fine structure:


- \$1,000 for the first offense.
- \$2,500 fine for any subsequent offense in a calendar year.
- Maximum total fines are \$6,000 per calendar year.
- Reset to first offense with P1 shop of the new year.

# 2024 Shell MMP Evaluation Form

Image Essentials		Potential Response	Score
	I-1. Is the Shell Primary ID sign (PID) clean and well-maintained with prices properly displayed?	Yes <input type="checkbox"/> Caution <input type="checkbox"/> No <input type="checkbox"/> NA <input type="checkbox"/>	6
	I-2. Is the forecourt area well-maintained? (No potholes, broken concrete, entrance/exit obstructed, excessive grease, etc.)	Yes <input type="checkbox"/> Caution <input type="checkbox"/> No <input type="checkbox"/> NA <input type="checkbox"/>	6
	I-3a. Is the canopy clean and well-maintained?	Yes <input type="checkbox"/> Caution <input type="checkbox"/> No <input type="checkbox"/> NA <input type="checkbox"/>	6
	I-3b. Is the location well-lit during hours of darkness?	Yes <input type="checkbox"/> Caution <input type="checkbox"/> No <input type="checkbox"/> NA <input type="checkbox"/>	NA (day) or 6 (dark)
	I-4. Are the pumps well-maintained and in working order? (Pumps are functioning properly, no graffiti or damaged equipment, pump skirts or valances are not peeling, faded, or damaged, etc.)	Yes <input type="checkbox"/> Caution <input type="checkbox"/> No <input type="checkbox"/> NA <input type="checkbox"/>	6
	I-5. Is the interior of the store clean, well-lit, and accessible?	Yes <input type="checkbox"/> Caution <input type="checkbox"/> No <input type="checkbox"/> NA <input type="checkbox"/>	6
	I-5a. If the location has a kiosk instead of a store, please select all items of kiosk maintenance that apply (Clean, well-maintained, not cluttered, windows not obstructed by excess signage)	Yes <input type="checkbox"/> Caution <input type="checkbox"/> No <input type="checkbox"/> NA <input type="checkbox"/>	6
	I-6. Is (Are) the restroom(s) available, functioning/operational, well-maintained, and well-lit?	Yes <input type="checkbox"/> Caution <input type="checkbox"/> No <input type="checkbox"/> NA <input type="checkbox"/>	6
Total Potential Score – Image Essentials			42
Image Essentials Bonus – +2 to Site Essentials score if all Image Essentials are compliant pre-Cure			2
Service Essentials		Potential Response	Score
	S-1. Is (Are) the restroom(s) clean and fully stocked?	Yes <input type="checkbox"/> Caution <input type="checkbox"/> No <input type="checkbox"/> NA <input type="checkbox"/>	6
	S-2. Is the forecourt area clean? (Free of accumulated trash, well-maintained landscaped areas, etc.)	Yes <input type="checkbox"/> Caution <input type="checkbox"/> No <input type="checkbox"/> NA <input type="checkbox"/>	6
	S-3. Are the customer amenities in the fueling area nearest to the pump used by the Mystery Shopper – available, stocked, and clean?	Yes <input type="checkbox"/> Caution <input type="checkbox"/> No <input type="checkbox"/> NA <input type="checkbox"/>	6
	S-4. Are the pumps clean? (No dirt/grime present, top of dispenser(s) not layered with dirt/grime)	Yes <input type="checkbox"/> Caution <input type="checkbox"/> No <input type="checkbox"/> NA <input type="checkbox"/>	6
	S-5. Is the Cashier/Staff Member wearing a clean, Shell-approved uniform shirt?	Yes <input type="checkbox"/> No <input type="checkbox"/> NA <input type="checkbox"/>	6
	S-6. Does the Cashier/Staff Member acknowledge you during your visit?	Yes <input type="checkbox"/> Caution <input type="checkbox"/> No <input type="checkbox"/> NA <input type="checkbox"/>	6
Total Potential Score – Service Essentials			36
Total Potential Score – Site Essentials			80/78

Note: In states that require at least 50% full-service e.g., NJ and OR, both the fueling attendant and in-store Staff Member who assist the Mystery Shopper will each be scored on Customer Service standards.

Marketing Programs		Potential Response	Score
	M-1. Is the site displaying the current Shell National Campaign message?	Yes <input type="checkbox"/> No <input type="checkbox"/> NA <input type="checkbox"/>	3
Total Potential Score – Marketing Programs			3
Customer Experience		Potential Response	Score
	D-1. Are the product shelves, displays, coolers, and food service areas clean, functioning, and well-stocked?	Yes <input type="checkbox"/> No <input type="checkbox"/> NA <input type="checkbox"/>	3
	D-2. Does C-store have a good selection of products? Select all the types that are available.	1, 3, or 5 Rating	5 max
	D-3. Is there a food service offer present? Select all of the fresh food items that are available.	1, 3, or 5 Rating	5 max
	D-4. Are other service areas such as service bays clean, well-maintained, and litter free?	Yes <input type="checkbox"/> No <input type="checkbox"/> NA <input type="checkbox"/>	3
	D-5. Please rate your satisfaction with the way you were treated by the staff, where 0 = "Very Dissatisfied" and 10 = "Highly Satisfied"	0, 3, or 5 Rating	5 max
	D-6. If the restroom(s) meet(s) the Site Essential requirements (I-6 & S-1), select each upgraded feature that is/are present.	1, 3, or 5 Rating	5 max
	D-7. Is the car wash clean and fully operational?	Yes <input type="checkbox"/> No <input type="checkbox"/>	3
Total Potential Score – Differentiators			32

Compliance – Drug Paraphernalia	
Is there evidence of illegal drugs or drug paraphernalia being sold at the site?	Yes or No
Photo Cure Appeal Questions	
Indicated by camera icon.	
Bonus Point Opportunities	
<ul style="list-style-type: none"> <li>✓ All Bonus Points to be added to overall combined score.</li> <li>✓ Meet all Site Essentials at time of visit: +2 points</li> <li>✓ Quick Service Restaurant on-site: +2 points</li> <li>✓ Island Card Reader functions properly and prints a receipt: +2 points</li> <li>✓ Cashier prompts for Fuel Rewards® and/or Loyalty programs: +3 points</li> </ul>	

Score Summary – Total Possible Points Available		110
Final scores are based on the total points available for each individual site. There are 110 possible points, but can vary depending on several variables (e.g., day vs. hours of darkness, restrooms, full fuel service (NJ and OR), etc.).		
Scoring		
Yes	Mystery Shopper marks "Yes" and full points are given if all Brand Standard requirements are met.	
Caution	Mystery Shopper marks "Caution" and full points are given if Brand Standard requirements are met, but a minor infraction (if ignored) could result in a "No" response during future visits.	
No	Mystery Shopper marks "No" and no points are given if Brand Standard requirements are not met.	
NA	Mystery Shopper marks "NA" if the Brand Standard requirement cannot be evaluated.	



# Site Essentials

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These key touchpoints set the bar for the minimum standards customers expect from Shell sites to deliver consistently every day.

# 01

## Forecourt

Making the right first impression is key in ensuring a strong brand presence when customers visit your station. The brightly lit Pecten, an instantly recognizable icon, represents the very essence of Shell. In this dedicated chapter, discover what Mystery Shoppers assess on the Forecourt, including overall cleanliness and maintenance, lighting, and canopy condition.





## 01. Forecourt

### PID

#### I-1

**Is the Shell Primary ID (PID) signage clean and well-maintained with prices properly displayed?**

**Requirements:**

- Shell Pecten is not damaged or cracked.\*
- Product panels are not damaged.\*
- There are no blank (or 0.00) fuel prices or missing numerals.\*
- Shell Pecten, price numerals, and product grade panels are illuminated (during hours of darkness).\*
- No political or offensive messages.
- PID does not show excessive buildup/layered dirt or residue.
- Side poles (frame) are not damaged.
- Side poles (frame) do not have excessive paint chipping or rust.
- Shell banners, POP, and pennants are in good condition.

\* Highlighted items are not eligible for caution response, but can be photo cured.

#### Quick Tip

- For paint chipping on the Shell PID, see CAF's OTIS Paint Touch-up. CAF's OTIS Paint Touch-up: [TOUCH UP™ Custom Paint \(mycaf.com\)](https://mycaf.com/TOUCHUP/CustomPaint)

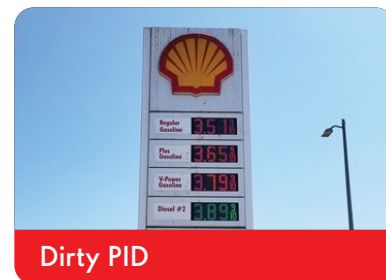
#### Notes

- Mystery Shopper observations should be made from a minimum distance of 10 feet.
- Any damage must be visible from a minimum distance of 10 feet.

## Customer Expectation 6 Points



## Negative Impact 0 Points







## 01. Forecourt

# Forecourt: Maintenance I-2



Clean & bright facilities



Photo Cure Process

### Is the forecourt area well-maintained?

#### Requirements:

- No excessive grease, concentrated spills, or other residue buildup is present (that can be scrubbed clean).\*
- No large potholes or broken concrete/asphalt are present that can damage a customer's vehicle or cause a tripping hazard.\*
- Entrance/Exit is not obstructed.
- No abandoned or "for sale" vehicles present.

\* Highlighted items are not eligible for caution response, but can be photo cured.

#### Quick Tip

- To address oil stains or puddles on asphalt, see CAF's FORO products. For oil stains or puddles on concrete, see CAF's EXIMO products.

FORO: [FORO® Asphalt Cleaner and Hardener 8 lbs | CAF Outdoor Cleaning \(mycaf.com\)](#)

EXIMO: [EXIMO® Waterless Concrete Cleaner 18 lbs | CAF Outdoor Cleaning \(mycaf.com\)](#)

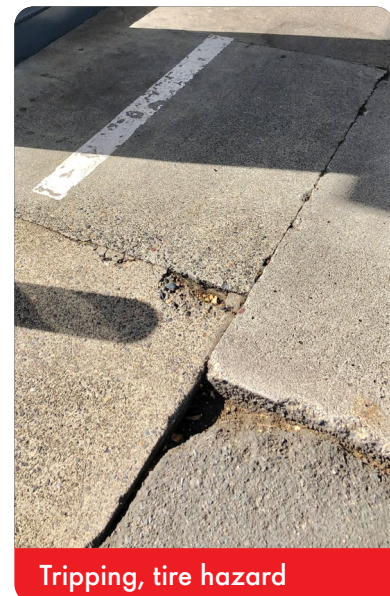
#### Notes

- Mystery Shoppers will use reasonable discretion concerning cleanliness and will consider the overall forecourt condition.
- Mystery Shoppers will assess only the areas visible to customers from the forecourt or as they enter or exit the site, including fueling and all customer foot traffic areas like parking, air/water, and exterior restrooms.
- Spills in the process of being cleaned by a Staff Member are acceptable.
- We understand that some fuel and oil spills are permanently embedded in the pavement and cannot be removed.

## Customer Expectation 6 Points



## Negative Impact 0 Points





## 01. Forecourt

# Canopy

### I-3a



Clean & bright  
facilities



Photo Cure  
Process

### Is the canopy clean and well-maintained?

#### Requirements:

- Shell Pecten/logotype on the canopy is not dirty, damaged, or missing any letters.\*
- Canopy fascia is not dirty or damaged, and free from rust or peeling paint.
- Red light bar is intact and undamaged.
- Canopy columns and poles are not dirty or damaged.
- Rust or streaking is not present on over 50% of the total number of canopy columns or poles.
- Underside of the canopy is not excessively dirty, moldy, or rusty.
- Underside of the canopy is in good condition with no more than 10% showing peeling or bubbling paint.

\* Highlighted items are not eligible for caution response, but can be photo cured.

#### Quick Tip

- For paint chipping on the canopy, see CAF's OTIS Paint Touch-up.  
CAF's OTIS Paint Touch-up: [TOUCH UP™ Custom Paint \(mycaf.com\)](https://mycaf.com/TOUCH-UP/Custom-Paint)

## Customer Expectation

6 Points

If observed during the day

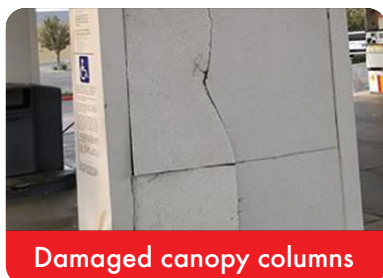
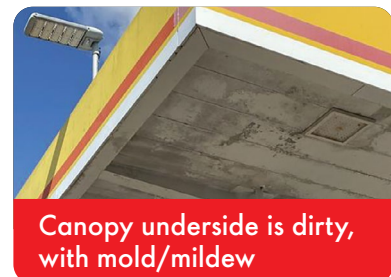
3 Points

If observed during hours of darkness



## Negative Impact

0 Points



Penalty applies if 50% or more of the canopy poles or columns show rust and/or streaking.



## 01. Forecourt

# Lighting

## I-3b

### Is the location well-lit during hours of darkness?

#### Requirements:

- Pecten/logotype on canopy is lit with no burned-out bulbs.\*
- Underside of the canopy should have fewer than 20% of its under-canopy light bulbs burned out.
- External lighting (in the forecourt, fueling area, and store) is on during hours of darkness.
- The station looks open for business and is not dark due to dim lighting.
- Perimeter lighting is on and there are no dark areas in customer foot traffic areas (i.e., air/water machine, vacuum, parking spaces, walkway to sort/payment area).

\* Highlighted items are not eligible for caution response, but can be photo cured.

#### Notes

- Question is not evaluated if observed during the day.
- The Mystery Shopper observes the overall appearance and presence of lighting while completing the MMP evaluation.
- This Image Essential is considered met if burned-out or damaged bulbs or lenses do not create a dark area, and they meet the requirement of having less than 20% burned-out, under-canopy lights, provided no other non-compliant items are noted.
- The red light bar on the Shell canopy is not included in this assessment.



Clean & bright  
facilities



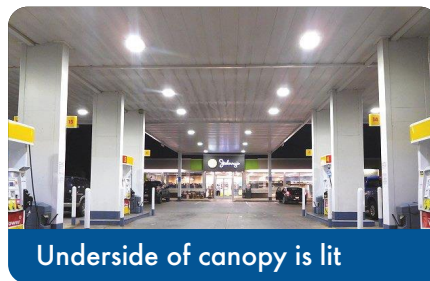
Photo Cure  
Process



## Customer Expectation

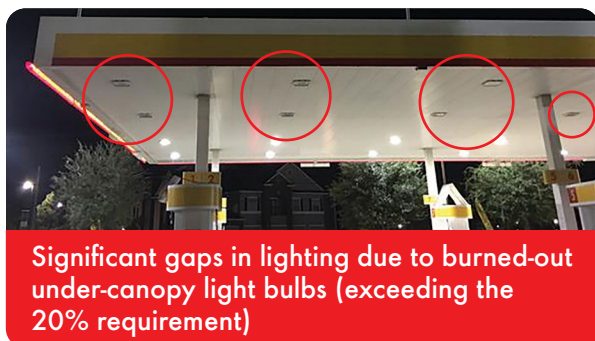
3 Points

If observed during hours of darkness



## Negative Impact

0 Points





## 01. Forecourt



Service

# Forecourt: Cleanliness S-2

Is the forecourt area clean?

### Requirements:

- Area is free of accumulated trash (five or more pieces in a concentrated area).
- Landscaped areas are well-maintained.

### Notes

- Mystery Shoppers should use reasonable discretion concerning cleanliness and should consider the overall forecourt condition.
- Mystery Shoppers should assess only the areas visible to customers from the forecourt or as they enter or exit the site, including fueling and all customer foot traffic areas like parking, air/water, and exterior restrooms.
- Excessively windy or busy days can create noticeable accumulations of litter and should be taken into consideration, if those conditions exist.

## Customer Expectation 6 Points

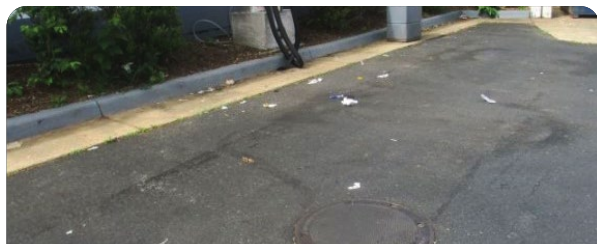


Clean with well-maintained landscaping

## Negative Impact 0 Points



Landscape areas not well-maintained



Trash on lot

# 02

## Fueling Area

Welcome to the heart of your station's operations, where the core business transaction takes place. From impeccably clean and well-maintained pumps to convenient amenities, let's explore the essential aspects that make your station stand out in the eyes of Mystery Shoppers and customers.







## 02. Fueling Area

# Pumps: Operational I-4



Clean & bright  
facilities



Everything  
works



Photo Cure  
Process

### Are the pumps well-maintained and in working order?

#### Requirements:

- Pump decals and product labels are in good condition, not torn or faded.
- Pump skirts and valances are clean and in good condition, not peeling, faded, or damaged.
- Pump hoses and nozzle covers do not show excessive wear or damage.
- Equipment is free of damage, graffiti, and non-Shell-approved decals.
- Display screens are in good condition with fuel prices and messages easily read.
- Pumps work properly.

#### Quick Tips

- Replacement pump decals are available from Shell-authorized supplier, Mountain Commercial Graphics, at (800) 967-3986.
- Lower door pump skins and dispenser valances are available from Shell-authorized suppliers, Federal Heath Sign Company, or Sign Resources. See contact details on [page 61](#) and [page 62](#).
- Below is a list of solutions from CAF to address common occurring issues:

Decal/adhesive and graffiti removal: VIVX

[VIVX: VIVX® graffiti remover \(mycaf.com\)](#)

Shine/gloss LUXSS: PROTERO

[PROTERO: PROTERO® Metal Polish | CAF Outdoor Cleaning \(mycaf.com\)](#)

#### Notes

- The Mystery Shopper should not evaluate the Island Card Reader (ICR) functionality for I-4.
- Government-required regulatory decals from Weights and Measures that may show signs of wear are not evaluated as part of the Image Essentials assessment.
- The Mystery Shopper will evaluate condition and cleanliness of all dispensers and provide details (including pump # and issue(s)) on any non-compliant dispensers.
- Minimum 50% of dispensers must meet requirements to be considered compliant.
- Photo Cures must be corrected to meet 100% compliance.

## Customer Expectation 6 Points



Functioning pump



Pump area and decal are clean

## Negative Impact 0 Points



Peeling, faded decal



Graffiti on pump



Peeling valance decal



Illegible prices



Damaged pump



## 02. Fueling Area

# Customer Service Units / Fuel Island Amenities



Everything  
works

### S-3

Are the customer amenities in the fueling area nearest to the pump used by the Mystery Shopper – available, stocked, and clean?

#### Requirements:

- Fully stocked windshield washing unit available in the same/adjacent lane.\*
- Squeegee is available.\*
- Paper towels are available.\*
- Water/washing solution is available.\*
- Trash container is available and not overflowing.
- Trash container is clean to the touch.

\* Highlighted items are not eligible for caution response.

#### Quick Tips

- Surprise your customers by providing clean washing solution instead of water. Check and replace solution on a regular basis.
- Shell-approved Customer Service Units (CSUs) are available from Forté Product Solutions or DCI Commercial Zone. See contact information on [page 61](#).
- To address dirt and grime on CSUs, see CAF products for maintenance: BOOST HD/ EXIMO and OTIS Wipes. For fluid replacement in CSUs: ORUS ULTRA

Spray & Go: Search results for: [‘Boost HD Stain Eliminator’ \(mycaf.com\)](#)

EXIMO: EXIMO® Waterless Concrete Cleaner 18 lbs | [CAF Outdoor Cleaning \(mycaf.com\)](#)

OTIS Wipes: OTIS Multi-Surface Cleaning Wipes | [CAF Outdoor Cleaning \(mycaf.com\)](#)

ORUS ULTRA: Search results for: [‘ORUS ULTRA’ \(mycaf.com\)](#)

#### Notes

- The Mystery Shopper evaluates the amenities available closest to their fueling area.
- If squeegees are in use by another customer, the Mystery Shopper still ensures that all other amenities meet the requirements and are available to the customer.
- Amenities must be conveniently located and safely accessible.

## Customer Expectation 6 Points



Clean trash container with well-stocked amenities

## Negative Impact 0 Points



Dirty trash container



Missing paper towels



Missing squeegee



## 02. Fueling Area



Service

# Pumps: Cleanliness

## S-4

### Are pumps clean?

#### Requirements:

- Pumps are clean and free of dirt/grime.
- Top of pumps are free of layered dirt/grime.

#### Quick Tip

- Refer to CAF's solution to address:
  - Dirt on the dispenser and nozzles: OTIS Magic Pads  
[OTIS Magic Pads: Magic Pads Heavy Duty Eraser \(mycaf.com\)](https://mycaf.com/otis-magic-pads-heavy-duty-eraser)

#### Notes

- The Mystery Shopper will evaluate condition and cleanliness of all dispensers and provide details (including pump # and issue(s)) on any non-compliant dispensers.
- Minimum 50% of dispensers must meet requirements to be considered compliant.

## Customer Expectation 6 Points



Clean pump



Clean pump valance

## Negative Impact 0 Points



Dirty pump valance

# 03

## Store and Restroom

As customers step further into your premises, a clean, well-organized, and inviting space takes center stage. Read on for the best practices for elevating your station's store and restroom appeal. These recommendations emphasize cleanliness, functionality, and accessibility to ensure a welcoming experience for every visit, every day.





## 03. Store and Restroom

### Store Interior

I-5



Clean & bright  
facilities



Photo Cure  
Process

#### Is the interior of the store clean, well-lit, and accessible?

##### Requirements:

- Floors, walls, ceiling, and shelves are undamaged and clean.
- Main areas or aisles are well-lit.
- Main areas or aisles are not obstructed (e.g., stock pallets, boxes).
- Main doors and windows are not obstructed by excessive signage.

##### Quick Tip

- For interior store cleaning products, see CAF's 360 Multi Surface Cleaner for dirty floors and walls, 360 Glass Spray for dirty glass, and use VIVX for signs/adhesive removal.

360 Multi Surface Cleaner: [Search results for: '360 multi surface' \(mycaf.com\)](#)

360 Glass Spray: [Search results for: '360 Glass' \(mycaf.com\)](#)

VIVX: [VIVX® graffiti remover \(mycaf.com\)](#)

##### Notes

- No more than 10% of ceiling tiles/vents show stains, damage, or excessive dust.
- A spill that is actively being cleaned or has a safety/hazard warning sign, will not negatively impact the evaluation.
- Mystery Shoppers should use reasonable discretion during periods of rainy/snowy weather conditions.
- Window signage should not limit the Cashier's view of the forecourt or block customers' view from the forecourt into the store.



## Customer Expectation

6 Points



Clean and well-lit



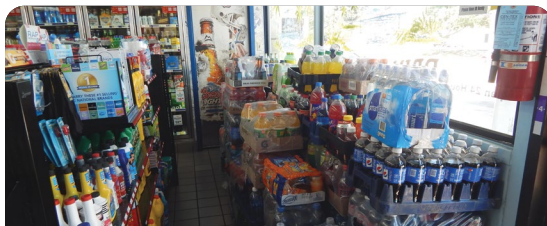
Unobstructed aisles



Unobstructed aisles

## Negative Impact

0 Points



Obstruction in one or more aisles



Dirty and damaged floor



Stained ceiling tiles and dirty air vents



Excessive window signage





## 03. Store and Restroom

### Kiosk Maintenance

#### I-5a

##### Is the kiosk well-maintained?

###### Requirements:

- Kiosk is clean and well maintained.
- Kiosk is not cluttered.
- Kiosk windows are not obstructed by excessive signage.

###### Notes

- Kiosk locations are observed from the payment window.



Clean & bright  
facilities



Photo Cure  
Process

### Customer Expectation

6 Points



Kiosk is clean and well-maintained

### Negative Impact

0 Points



Kiosk is cluttered



Excessive window signage

# Restroom: Operational

## I-6

Is (Are) the restroom(s) available, functioning/operational, and well-lit?

### Requirements:

- Restroom is available for customer use.\*
- Toilet flushes.\*
- Sink has running water.\*
- All lights and fixtures function properly.\*
- Toilet/equipment is in good repair and undamaged.
- Floor is undamaged.
- Wall is undamaged.
- Mirror is undamaged.
- No graffiti is present.
- Hand dryer or paper towel holders are operational.
- Locked restroom must have a key available at the transaction counter when not in use.
- If restroom has multiple stalls and one or more of the stalls is out of service at the time of the visit, it needs to have at least one stall (toilet and amenities) available for customer use.

\* Highlighted items are not eligible for caution response, but can be photo cured.

### Notes

- The Mystery Shopper evaluates public restrooms only. If the Mystery Shopper cannot locate a public restroom, they will confirm status with a Staff Member.
- Mystery Shopper evaluates both the Men's and Women's restrooms, if available.
- If the restroom is in use, the Mystery Shopper will wait 5–10 minutes to check availability and then evaluate.
- If the restroom is marked "out-of-service", or no public restroom is available, the Mystery Shopper marks a "No" response for I-6 and "NA" for S-1.
- If both Men's and Women's restrooms are offered, but one restroom is out-of-order, Mystery Shopper will evaluate the available restroom for both I-6 and S-1.
- Shared restrooms with third parties will be evaluated per same guidelines.
- Graffiti should be removed or painted over.
- I-6 cannot be photo cured if a Staff Member states that the restroom is unavailable or that the site does not have a restroom.





## 03. Store and Restroom



### Customer Expectation 6 Points



Restroom facilities are fully functional



Restroom facilities are fully functional



Restroom facilities are fully functional

### Negative Impact 0 Points



Non-working sink



Damaged toilet or fixture



Marked "out of order"



Graffiti that can be painted over

# Restroom: Cleanliness

## S-1



### Is (Are) the restroom(s) clean and fully stocked?

#### Requirements:

- Restroom is stocked with toilet paper, soap, and paper towels or a working hand dryer.\*
- Toilet is clean.
- Floor is clean.
- Wall is clean.
- Sink is clean.
- Mirror is clean.
- There is no offensive odor due to lack of cleaning.
- No excessive trash, and the container is not overflowing.
- Cleaning supplies are out of view.
- Toilet bowl brushes are stored in a covered hygienic container.
- Convenience store items are not stored in the restroom.

\* Highlighted items are not eligible for caution response, but can be photo cured.

#### Notes

- The Mystery Shopper evaluates both the Men's and Women's restrooms, if available.
- Shared restrooms will be evaluated per same guidelines.
- If the location has a restroom with more than one stall, the Mystery Shopper observes general cleanliness of all stalls available to customers.
- A site that does not have a restroom accessible to the public or has an unsafe restroom may be considered for a Restroom Exemption. Photos may be required for sites with an inaccessible restroom. Please contact your Territory Manager regarding sites that may qualify.





## 03. Store and Restroom



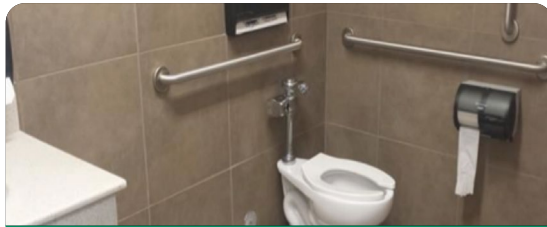
Service

### Customer Expectation

6 Points



Restrooms are clean and well-maintained



Restrooms are clean and well-maintained



Restrooms are clean and well-maintained



Restrooms are clean and well-maintained

### Negative Impact

0 Points



Cleaning supplies present



Toilet bowl brush not in a hygienic container, graffiti present



Dirty mirror



Dirty restroom floor and fixtures



Dirty floor with overflowing trash

# 04

## Customer Service

At the heart of your station's success lies the people who bring the Shell brand to life – your staff, the true Shell champions. Mystery Shoppers look beyond ordinary customer engagement during their visits. They also focus on staff uniforms, emphasizing the importance of a smart and professional appearance, complemented by genuine interactions for an exceptional visit.





## 04. Customer Service

### Staff Uniforms

#### S-5

**Is the Cashier/Staff Member wearing a clean, Shell-approved uniform?**

**Requirements:**

- Shell-approved uniform shirt with collar and Shell Pecten.
- Shell-approved collarless performance shirt with Shell Pecten.
- Shell-approved co-branded uniform shirt with the Shell Pecten and Wholesaler's or location's C-store brand logo (must be produced by an authorized Shell US uniform vendor).
- Wholesaler's or location's uniform shirt that has been approved by Shell with C-store brand logo on the chest.
- Shell-approved apron with Shell Pecten and/or C-store brand logo on the chest with collared shirt underneath.
- Shell-approved collared smock featuring a zip or button closure with Shell Pecten and/or C-store brand logo on the chest.
- Current Shell-approved promotional t-shirt.
- Approved uniform shirt is clean and free of tears/holes.

**Cold weather apparel:**

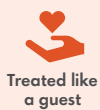
- **Outerwear must be approved and branded with Shell Pecten and/or C-store brand logo.**
- If shirt is visible underneath outerwear, then it must be a Shell-approved uniform shirt.

**Quick Tip**

- Shell-approved uniform shirts, outerwear, and more are available through ANC at [www.shellusauniforms.com](http://www.shellusauniforms.com).

**Notes**

- In New Jersey and Oregon, where full-service fueling is available, the Mystery Shopper evaluates both the fueling attendant and in-store Cashier/Staff Member.
- A Wholesaler's uniform shirt must be submitted prior to use to their Territory Manager, who will consult with the MMP Program Manager for review and approval.
- A solid color long-sleeved shirt may be worn underneath an approved uniform shirt.
- Personal (unapproved) sweaters and coats are not compliant.
- More information on the Shell Uniform Program can be found on MarketHub or Fuel Zone under MMP.

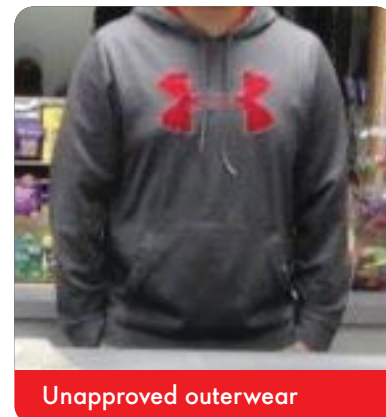


Treated like  
a guest

## Customer Expectation 6 Points



## Negative Impact 0 Points







## 04. Customer Service



Service

# Staff Interaction

## S-6

**Does the Cashier/Staff Member acknowledge you during your visit?**

### Requirements:

- Cashier/Staff Member acknowledges your presence (i.e., verbal greeting and/or a friendly head nod).
- Cashier/Staff Member also satisfies requirement if they make eye contact with a friendly smile.
- Standard is not met if Cashier/Staff Member does nothing more than state your transaction total and hands over change, if applicable.

### Notes

- In New Jersey and Oregon, where full-service fueling is available, the Mystery Shopper evaluates both the fueling attendant and in-store Cashier/Staff Member.
- Mystery Shopper evaluates S-6 during the Mystery Shop portion of the audit prior to announcing themselves with the approved authorization letter.

## Customer Expectation

6 points



Warm and friendly interaction

# Differentiators

---

These site-specific offer elements create an exceptional or differentiated customer experience to drive increased satisfaction and loyalty.

# 05

## Marketing Programs

To ensure that your customers are always in-the-know of the latest promotions, it is vital to showcase Shell's marketing programs. Mystery Shoppers will take note of how you strategically place Shell National Campaign promotional materials for optimal visibility on-site.





## 05. Marketing Programs

# Shell National Campaign Signage M-1

Is the site displaying the current Shell National Campaign message?

### Requirements:

- The current Shell National Campaign message is displayed and easily seen on Pump Toppers, Pole Signs, Building Signs, PID Banners, and/or Window Signs (as appropriate per site's configuration in Beyond POP).

### Quick Tip

- If you have any questions about meeting these requirements or need to make updates to your store profile(s), please contact Pointsmith at (800) 762-5213 or via email at: [Shellemailorders@pointsmith.com](mailto:Shellemailorders@pointsmith.com).

### Notes

- Mystery Shopper should make note of all displays of the current Shell National Campaign message, i.e., Pump Toppers, Pole Signs, Building Signs, Bollard Signs, Window Signs, etc.



## 05. Marketing Programs

### Customer Expectation

3 Points

#### Shell National Campaign Forecourt Signage



#### 1. Dispenser Signage

- o Super/Standard Pump Toppers
- o L-Bent Inserts

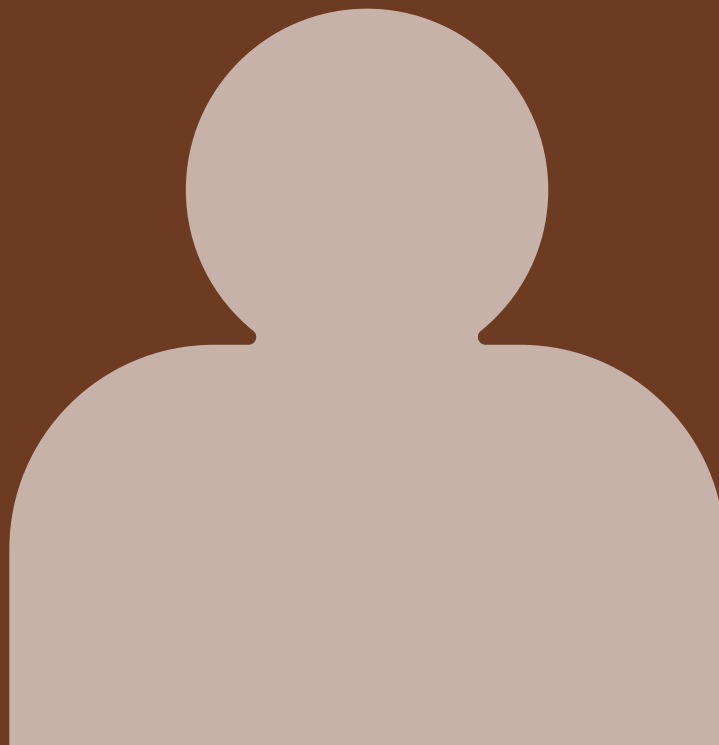
#### 2. Credit Card Decal

#### 3. Rewards Card Pump Side Decal

# 06

## Customer Experience

To provide an excellent experience for all customers, your station, store, and facilities need to be fully stocked and equipped with essential goods and services. Mystery Shoppers will especially take note of the range of items available in store as well as additional services offered.





## 06. Customer Experience

### Store Product Appearance

#### D-1

**Are the product shelves, displays, coolers, and food service areas clean, functioning, and well-stocked?**

##### **Requirements:**

- The shelves, equipment, cooler glass doors, and products are free from dirt, grime, dried spills, and dust.
- Shelves, display units, beverage coolers, refrigerators, and freezers are well-stocked with products and/or merchandise.
- Beverage coolers, refrigerators, and freezers are functioning properly.
- Available items are well-stocked (e.g., food products, beverages, ice, coffee, cups, lids, straws, napkins, necessary foodware, and condiments).

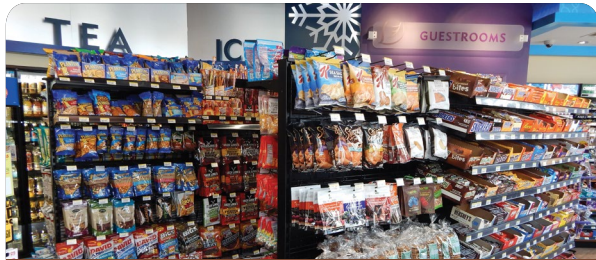
##### **Notes**

- Question is not evaluated or scored at kiosk-only locations.
- Question measures how well a site executes cleanliness standards, merchandising, and operational excellence.



## Customer Expectation

3 Points



Clean and neatly arranged shelves



Clean and organized food service areas



Clean and organized food service areas



Clean and neatly arranged shelves

## Negative Impact

0 Points



Dirty shelves



Dirty or damaged fridge/  
cooler unit



Gaps of missing product



Disorganized product shelves



Gaps of missing product



Gaps of missing product





## 06. Customer Experience

### Store Product Selection D-2

Does C-store have a good selection of products?

Select all that apply: 5 Possible Points

Item(s)	Value
Sweets/Candy	1
Salty Snacks/Chips	1
Packaged Beverages	1
Meat Snacks: Jerky	1
Basic Standard Coffee/Fountain Drinks	2
Cellular Accessories	2
Novelty or Seasonal Items	2
Grocery Essentials: Milk, Bread, Eggs	2
Grocery Items: Pasta Sauces, Condiments, Detergents, Paper Goods	2
Specialty Coffee/Fountain Drinks	3
Pre-packaged Sandwiches	3
Healthy Food/Snack Options	3
Total	

#### Rating Scale

If site total from above is ...

1-4, award:	1 point	Meets <b>basic</b> customer expectations
5-9, award:	3 points	<b>Better</b> than most
10+, award:	5 points	<b>Exceeds</b> customer expectations

## Best-in-Class



### Notes

- If the site has none of the items mentioned in this section, the Mystery Shopper will mark "No" for this question and no points will be awarded.
- The Mystery Shopper looks for each of the items in the above table and marks each one that the site has. The Mystery Shopper does not calculate any scoring.



## 06. Customer Experience

### Food Offer D-3

Is there a food service offer present? Select all items that are available.

Select all that apply: 5 Possible Points

Item(s)	Value
Fresh Fruit/Veggies	1
Fresh Bakery Items: Donuts, Muffins, Danishes, Biscuits	1
Pre-packaged Sandwiches (i.e., wedges)	1
Frozen Drinks: Slushies	1
Roller Grill Items: Hot Dogs, Sausages, Corn Dogs	2
Deli Fresh Sandwiches	2
Pre-packaged Salad	2
Hot Snack Items: Pretzels, Nachos, Popcorn	2
Ice Cream Machine/Smoothie/Milkshakes	2
Hot Food Items: Pizza, Chicken, Hamburgers, Soups	3
Quick Service Restaurant (or comparable offering that includes freshly prepared made-to-order menu items on-site).	8
Total	

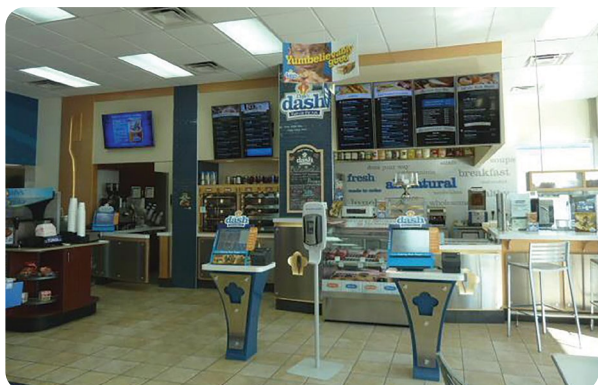
#### Rating Scale

If site total from above is ...

1-4, award:	1 point	Meets <b>basic</b> customer expectations
5-9, award:	3 points	<b>Better</b> than most
10+, award:	5 points	<b>Exceeds</b> customer expectations



## Best-in-Class



### Notes

- If the site has none of the items mentioned in this section and previous page, the Mystery Shopper will mark "No" for this question and no points will be awarded.
- The Mystery Shopper looks for each of the items in the above table and marks each one that the site has. The Mystery Shopper does not calculate any scoring.



## 06. Customer Experience

### Additional Service Offers

#### D-4

Are other service areas such as service bays clean, well-maintained, and litter free?

#### Requirements:

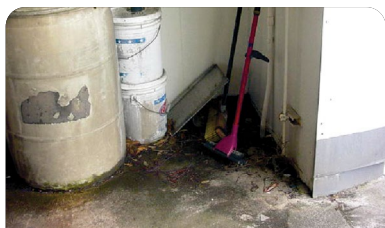
- Service bay ceiling, floor, and walls are clean and free from debris, oil, or grease buildup.
- Service bays are orderly and uncluttered.

### Customer Expectation 3 Points

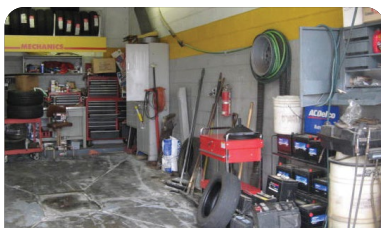


Service bay is clean and orderly

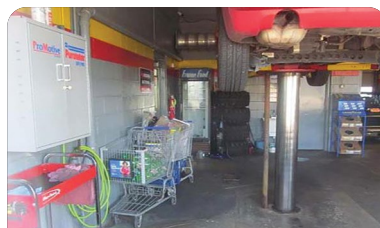
### Negative Impact 0 Points



Dirty floor



Service bay cluttered, dirty



Service bay cluttered

# Staff Engagement

## D-5

Please rate your satisfaction with the way you were treated by the Staff, where 0 = "Very dissatisfied" and 10 = "Highly satisfied."

### Requirements:

- Cashier/Staff Member should be:
  - Attentive and responsive (focused on the customer throughout transaction, alert, and prepared to serve).
  - Warm and friendly (hello, goodbye, thank customers for their visit).
  - Helpful (anticipating customers' needs and offering them products or services that can help them).
  - Pleasant and polite.
- Cashier/Staff Member should:
  - Make eye contact with customers.
  - Offer a friendly smile.
  - Make customers feel like valued guests.

## Customer Expectation

5 Possible Points



### Rating Scale

If satisfaction rating from above is ...

0-6, award:	0 point	Meets <b>basic</b> customer expectations
7-8, award:	3 points	<b>Better</b> than most
9-10, award:	5 points	<b>Exceeds</b> customer expectations





## 06. Customer Experience

### Restroom Experience

#### D-6

If the restroom(s) meet(s) the Site Essential requirements (I-6 & S-1), select each upgraded feature that is present.

Select all that apply: 5 Possible Points

Item(s)	Value
Toilet Seat Liners	1
Purse/Coat Hooks	1
Baby-changing Station	2
Shelving for Personal Items	2
Other Non-standard Feature (Some examples may include: handicap rails, dispenser machines, plants, etc.)	2
Touchless Fixtures: Lighting, toilet, faucet	3
Modern Materials/Fixtures	4
Multiple Urinals/Stalls/Sinks	4
High-quality Flooring and Walls	4
Total	

#### Rating Scale

If site total from above is ...

1–4, award:	1 point	Meets <b>basic</b> customer expectations
5–9, award:	3 points	<b>Better</b> than most
10+, award:	5 points	<b>Exceeds</b> customer expectations

## Best-in-Class



Touchless fixtures, modern materials, baby-changing station, toilet seat liners



High-quality flooring/walls



Multiple urinals, shelving for personal items



Multiple stalls



Handicap rails

### Notes

- If the site has none of the items mentioned in this section, the Mystery Shopper will mark "No" for this question and no points will be awarded.
- The Mystery Shopper looks for each of the items in the above table and marks each one that the site has. The Mystery Shopper does not calculate any scoring.

# Frequently Asked Questions

**Q: How do I keep my profile up-to-date to ensure I receive email notifications of shop results?**

A: Email profiles are managed on MarketHub and Fuel Zone. Please refer to the “MMP 0 – Help & Resources” page or the MMP Portal User Guide on the MMP portal to find instructions.

**Q: When should I place a site on temporary inactive status?**

A: Where possible, locations should be placed on temporary inactive status prior to the start of each shop period to prevent the location(s) from being assigned to a Mystery Shopper. Sites should only be placed on temporary inactive status when there is significant disruption to the normal course of business due to construction (i.e., tank upgrades, dispenser replacements), remodeling (raze and rebuilds), major weather damage, or in support of competitive conversions or Wholesaler/Dealer changes.

Time restrictions for temporary inactive status are as follows:

Major construction/Raze and rebuilds	Maximum 1 year
RVle upgrades/Image remodeling	6 months or maximum 2 shop periods
Competitive conversions	Maximum 1 shop period
Wholesaler/Dealer changes	Maximum 60 days, up to 1 shop period
Major weather damage	Maximum 60 days, up to 1 shop period

**Q: Which Essentials are eligible for Photo Cure and what are the requirements?**

A: The following Image Essential questions are eligible for the Photo Cure or Appeals process: I-1, I-2, I-3a, I-3b, I-4, I-5a, and I-6. Once an Image Essential has been cured, please log a Cure Appeal using the Submit Appeal link at the top right of the Scorecard. Ensure your photos show that all infractions noted on the Scorecard are addressed. Please refer to [page 11](#) in this guide for full details.

**Q: How do I dispute Service Essential or Differentiator questions?**

A: Service Essential or Differentiator questions are eligible for Appeal via the Scorecard Appeals link.

**Q: How can I correct a site failure?**

A: In most instances, site failures can be corrected using the Photo Cure or Appeals process. Please refer to the top of the Scorecard, which will outline how many Site Essentials are eligible for Cure, as well as the number of Site Essentials missed, if cured. You will see “No (Curable)” to each Site Essential question that can be photo cured when viewing the web version of the Scorecard.

**Q: Which questions on the Scorecard can be appealed?**

A: All Image Essentials, Service Essentials, and Differentiators are eligible for Appeal.

**Q: What is the requirement regarding photos to verify compliance on the Staff Uniform question (S-5)?**

A: If the Staff Member is not wearing an approved uniform, the Mystery Shopper will ask to take their photo for the Scorecard. If the Staff Member declines to have their photo taken, you cannot contest the compliance on question S-5.

**Q: Which online reports are most helpful for identifying non-compliant sites, Photo Cure opportunities, and failure counts?**

A: Aside from the details and Cure opportunities shown on the Scorecard, there are several reports available to explore on the website under the drop-down menu at the top right of the portal. This includes listings of locations with Cure opportunities, non-compliant locations, Pass/Fail reports, Site Essential trends, and more.

**Q: The fail count for my site is different than what my Scorecard reflects. How do I verify the number of shop failures?**

A: The past 4 shop period scores are reviewed for Pass/Fail status. If a site has 3 fails within the past 4 shop periods, this will initiate a notification for subsequent action.

# Authorized Shell Vendors

Service	Vendor	Contact
Car Wash Menu Signage	BDI Signs – Business Designs, Inc	(515) 986-9111 x1
Credit Card Dispenser Application Holders or Decal	Pointsmith LP	(800) 762-5213 <a href="mailto:Shellemailorders@pointsmith.com">Shellemailorders@pointsmith.com</a>
Exterior Lighting	Federal Heath Sign Company Sign Resource CREE (LED Lighting) LSI (LED Lighting)	(800) 888-1327 (800) 423-4283 (866) 924-3625 (844) SHELL-LS or (844) 743-5557
Exterior Paint	Hempel Paints Sherwin-Williams PPG-Pittsburgh Paints	(214) 353-1600 (602) 653-9577 (985) 789-6003
Fuel Rewards® Signage (Grocer Rewards/Fuel Rewards) PID Panels POP	Federal Heath Sign Company Pointsmith LP	(800) 888-1327 (800) 762-5213 <a href="mailto:Shellemailorders@pointsmith.com">Shellemailorders@pointsmith.com</a>
Interstate Road Signs	Interstate Logos	(800) 468-7805
Island Amenities (Windshield Washing Equipment, Trash Cans)	Forté Product Solutions DCI Commercial Zone	(816) 741-3000 x105 (800) 782-7273
“Out-of-Service” Nozzle Bags	Concept Communications	(800) 323-3524
Outdoor Cleaning Products	CAF	(855) 208-6494
POP Signage	Pointsmith LP	(800) 762-5213 <a href="mailto:Shellemailorders@pointsmith.com">Shellemailorders@pointsmith.com</a>
POP Hardware Pump Toppers, Pole Signs, Building Signs, Bollard Sign Frames, Nozzle Talkers	Chicago Display Marketing M & M Displays, Inc	(800) 681-4340 (800) 874-7171

Service	Vendor	Contact
Shell Applications, Brochure, Credit Card Decals for Pumps, and Gift Card Display	Pointsmith LP	(800) 762-5213 <a href="mailto:Shellemailorders@pointsmith.com">Shellemailorders@pointsmith.com</a>
Shell Dispenser Decals	Mountain Commercial Graphics	(713) 895-1350 x6625
Shell Dispenser Aluminum Skins	Federal Heath Sign Company Sign Resource	(800) 888-1327 (800) 423-4283
Shell Gift Cards	Royal Performance Group	(888) 743-5505
Shell Uniforms and Name Tags	ANC Promotions (Belgravia Apparel)	(800) 315-6039 <a href="mailto:shelluniforms@ancpromotions.com">shelluniforms@ancpromotions.com</a>
Signage & Price Display Solutions	Able Applied Technology PWM	(614) 388-8866 <a href="mailto:bdavis@ableat.com">bdavis@ableat.com</a> (713) 290-0626 <a href="mailto:wolfgangm@p-w-m.com">wolfgangm@p-w-m.com</a>
Restroom Supplies and Remodeling	HD Supply	(410) 596-4084 <a href="mailto:mark.groft@hdsupply.com">mark.groft@hdsupply.com</a>



## Additional Resources

### Shell Retail Brand Standards

Men's  
103302



Available Long Sleeve  
106788

Ladies  
106791



Available Short Sleeve  
103298

Collarless  
Performance Shirt



Men's 107913  
Ladies 107915

New  
Softshell Jacket



Men's 116685  
Ladies 116684

Wet Weather  
Jacket



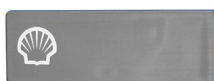
Unisex  
103344

Fleece  
Vest



Unisex  
103394
































Pinback  
Name Badge



103374 - Blank or Engraved



# Shell Uniform Program Product Listing

Image	Style #	Product Name	Fabric Content	Sizes	Colour	Prices *
<b>Men's Shirt Options</b>						
	107913	Men's Collarless Short Sleeve Performance Shirt	100% MMT Polyester	XS-5XL	Red	\$18.95
	103302	Men's Short Sleeve Performance Polo	100% MMT Polyester	S-6XL	Red, Grey	\$10.75
	103411	Men's Short Sleeve Blend Polo	60% Cotton / 40% MMT Polyester	S-6XL	Red	\$13.80
	106788	Men's Long Sleeve Performance Polo	100% MMT Polyester	XS-6XL	Red, Grey	\$12.20
	103401	Men's Long Sleeve Blend Polo	60% Cotton / 40% MMT Polyester	XS-6XL	Red	\$15.96
	107912	Men's Colorblock Short Sleeve Performance Polo	100% MMT Polyester	S-5XL	Red	\$13.41
	103361	Men's Short Sleeve Woven Shirt	65% Cotton / 35% Polyester	XS-6XL	Red, White	\$12.08
	103363	Men's Long Sleeve Woven Shirt	65% Cotton / 35% Polyester	XS-6XL	White	\$13.52
<b>Ladies Shirt Options</b>						
	107915	Ladies Collarless Short Sleeve Performance Shirt	100% MMT Polyester	XS-5XL	Red	\$18.95
	103298	Ladies Short Sleeve Performance Polo	100% MMT Polyester	S-6XL	Red, Grey	\$10.27
	103354	Ladies Short Sleeve Blend Polo	60% Cotton / 40% MMT Polyester	S-6XL	Red	\$12.34
	106791	Ladies Long Sleeve Performance Polo	100% MMT Polyester	XS-6XL	Red, Grey	\$11.48
	103348	Ladies Long Sleeve Blend Polo	60% Cotton / 40% MMT Polyester	XS-6XL	Red	\$14.16
	107914	Ladies Colorblock Short Sleeve Performance Polo	100% MMT Polyester	XS-5XL	Red	\$12.44
	103355	Ladies Short Sleeve Woven Shirt	65% Cotton / 35% Polyester	XS-6XL	Red, White	\$11.11
<b>Outerwear</b>						
	103394	Fleece Vest	100% Polyester Fleece	XS-6XL	Red	\$22.94
	107150	Sweater	80% Cotton / 20% Polyester	XS-6XL	Red	\$23.52
	103344	Wet Weather Jacket	100% Polyester Shell	XS-6XL	Red	\$61.10
	103347	Polar Fleece Jacket	100% Polyester Fleece	XS-6XL	Red	\$28.98
	116683	Fleece Lined Jacket	100% taslon nylon shell w/microfleece lining & lightweight polyfill insulation	S-3XL	Red	\$55.95
	102864	3-in-1 Parka with Fleece Liner	Shell 100% Poly Twill; Shell Lining 100% Polyester Taffeta; Liner Jacket 100% Polyester Anti-Pill Fleece	S-5XL	Red	\$98.50
	116685	Men's Soft Shell Jacket	65% Cotton / 35% Polyester	S-4XL	Red	\$43.50
	116684	Ladies Soft Shell Jacket	100% Polyester	XS-4XL	Red	\$43.50
<b>Accessories</b>						
	103318	Coverall	65% Polyester / 35% Cotton	XS-6XL	Grey	\$42.00
	116810	Safety Vest	100% Polyester	S-3XL	Hi-Vis Yellow	\$12.95
	103062	Baseball Cap	65% Polyester / 35% Cotton	One Size	Red	\$4.35
	103309	Fleece Knit Cap	100% Fleece	One Size	Red	\$3.74
	103310	Knit Cap	100% Acrylic	One Size	Red	\$6.33
	102437	Apron	65% Polyester / 35% Cotton	One Size	Red	\$10.14
	103381	Magnetic Name Badge		One Size	Silver	\$1.58
	103374	Pinback Name Badge		One Size	Silver	\$1.33





\*Prices are subject to change.

Freight Table	
Order Value	Standard UPS Ground
\$49.99 or less	\$12.95
\$50.00-\$99.99	\$13.95
\$100.00-\$149.99	\$17.95
\$150.00-\$199.99	\$20.95
\$200.00-\$299.99	\$26.95
\$300.00 and over	9.5% Total Order

Handling: \$4.95 per order

Name embroidery available on any shirt or outerwear item for an additional \$3.95 per item. Name engraving available on nameplates for an additional \$3.95 (up to two lines).



 [www.shellusauniforms.com](http://www.shellusauniforms.com)  
 [shelluniforms@ancpromotions.com](mailto:shelluniforms@ancpromotions.com)  
 1-800-315-6039  
 859-276-4619

# Smiling Customers

Every site. Every visit. Every day.

