



Customer First 2025

Section	Question	Point Value
Forecourt		max 66
1	Were all ID/Price signs operational, in good condition, and clearly visible?	max 13
	A. The price sign had burned out LED/bulbs or missing tile digits.	-5
	B. Part of the price sign was visibly dirty, faded, rusty or damaged.	-4
	C. The price sign was obstructed by trees/plants or did not match the price at the pump.	-4
2	Were the Fueling and Landscaped areas properly maintained?	max 15
	A. There was spills or trash on the lot.	-5
	B. There was trash in the landscaping.	-5
	C. The grass/trees/plants were overgrown or had weeds or foliage.	-5
3	Was the dispenser you used clean and well maintained?	max 15
	A. The dispenser was excessively dirty.	-8
	B. The nozzle handles and covers had signs of long-standing neglect and left a gasoline smell on hand.	-7
4	Was the dispenser you used functioning properly?	max 15
	A. I was not able to use my payment card at the dispenser.	-4
	B. I did not receive a paper or electronic receipt at the dispenser.	-4
	C. Fuel was dispensed at a rate of more than 10 seconds per gallon.	NA
5	Were the pump island amenities available and in good condition?	max 15
	A. Waste containers were not available, or were dirty and /or overflowing with trash.	-5
	B. A window washing unit was not available or did not have enough clean water or a usable squeegee for a customer to wash their windows.	-5
	C. There was not a paper towel or cloth towel available at the dispenser.	-5
ForecourtTotal		max 66
		Total Points



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Section	Question	Point Value
Backcourt		max 34
6	Was the Store (or payment area if kiosk only) clean and orderly?	max 6
	A. Parts of the store were significantly dirty or cluttered.	-2
	B. The store windows were dirty or cluttered with unprofessional or unauthorized signage.	-2
	C. An aisle or C-store area was obstructed or being used for storage.	-2
7	Did the restroom appear well-stocked, clean and orderly?	max 10
	A. The floor, walls, or trash receptacle was not properly maintained.	-2
	B. The restroom lights were not properly functioning or maintained.	-2
	C. The soap dispenser was not functioning or, the restroom was missing toilet tissue or paper towels or a functioning hand dryer.	-2
	D. One or more fixtures (sink, mirror, toilet, urinal, etc.) was dirty, damaged, not functioning, or etched with graffiti.	-2
	E. Restroom had an offensive odor.	-2
8	Did the CSR offer you attentive, prompt and friendly service?	max 12
	A. I was not greeted or acknowledged by the CSR when it was my turn to be waited on.	-3
	B. The CSR took more than 45 seconds to process my transaction.	-3
	C. The CSR was on the phone or engaged in another conversation during the transaction.	-3
	D. The CSR did not offer me a friendly parting remark.	-3
9	Was the CSR who assisted you neat and tidy in appearance, with the proper uniform?	max 6
	A. The CSR was not wearing the authorized nametag.	-2
	B. The CSR was not wearing an approved uniform shirt.	-2
	C. The CSR was not neat and tidy in appearance.	-2

BackcourtTotal	max 34
Total Points	
Customer First Total	max 100
Total Points	