



customer first™ mystery shop program

focusing on the customer experience

Marketer



CustomerFirst™

■ mystery shop program ■

focusing on the customer experience

The Customer First Mystery Shop Program helps measure success at meeting the cleanliness and service standards that help set the Chevron and Texaco brands apart from the competition. Through surveys conducted by "mystery shoppers" - customers hired to evaluate branded facilities anonymously - you can gain insights into the areas in which you excel, and the areas that offer opportunities for improvement.



who are these “mystery shoppers”?

Anyone who comes to your facility could be a mystery shopper; mystery shoppers look and act just like all your other customers. The only difference is that they're trained to recognize excellence in the appearance of your facility and the service you provide.

A mystery shopper will visit your facility once every quarter. Visits can occur between 6 a.m. and 10 p.m. any day of the week.

Mystery Shop Period	Timing
1	January 1 - March 31
2	April 1 - June 30
3	July 1 - September 30
4	October 1 - December 15



what's included

The questions on the mystery shop survey are worth a total of 100 points. (Survey questions, best practices, and point values are included at the end of this guide.)

The survey covers two areas:

1. Forecourt (approach and fueling area)
2. Backcourt (store, restroom and customer service delivery)

what if I disagree with my results?

Mystery shoppers are trained on Chevron's facility standards and service expectations. If you believe that points were deducted from your results in error, you can submit a challenge to appeal for reinstatement of lost points or clarification on the reason for the deduction. This should only be used when you have a legitimate disagreement with your results. You will be asked for a detailed explanation and supporting evidence, and past results will not be accepted as "proof" that current results are inaccurate.

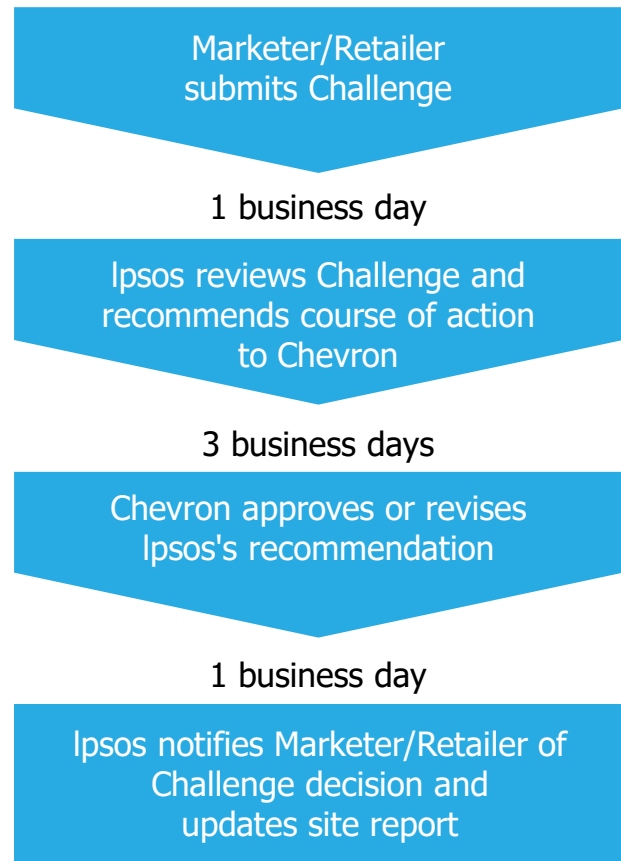
Challenge Process

2 Challenges are allowed to be submitted per facility each calendar year across the Customer First and Image programs.

- If any part of a challenge is declined, the challenge is lost.
- If the challenge is approved, the challenge remains.

Users have up to 15 days from the date the shop is reported to submit a challenge.

If there is sufficient reason to question the results of your challenge, you may file an escalation within two weeks of the challenge deadline.



Retail Excellence

Ipsos, Chevron's mystery shop services provider, trains the shoppers who visit facilities and supports our Web site, Retail Excellence.

Accessible through Chevron Business Point at the path below, Retail Excellence and the Customer First reporting tool provide mystery shop survey results, ranking summaries, and resources to help you identify performance gaps and turn results into action.

Chevron Business Point > Marketing > Performance Programs > Customer First > Customer First Reporting

how are top performers rewarded?

As part of our ongoing effort to simplify our brand-execution programs, we are updating the annual Customer First Recognition Award program. For 2025, the selection criteria, cash award payouts, and program eligibility will change as follows:

Selection criteria and cash award payouts

At the end of each program year, retailers and marketers with stations that receive 100% on all their Customer First and Image Execution evaluations and participate in the Chevron Texaco Rewards program will automatically qualify for Gold Awards for those stations if all other eligibility criteria are met. The Gold Award includes a cash award of \$1,000 per winning station.

After that, Customer First Awards will be awarded to retailers and marketers with stations with the highest overall average Customer First score for that program year and that participate in the Chevron Texaco Rewards program if all other eligibility criteria are met, until a total of 400 stations for each the West and East regions are reached. The overall average Image Execution score will be the only tiebreaker. The Customer First Award includes a cash award of \$750 per winning station.

As a reminder, winning retailers and marketers must be aged 18 or older and be the retailer- or marketer-of-record throughout the entire program year and at the time the prize is awarded. Marketers are encouraged to extend the award with any retailers they supply with winning stations.

Cash awards are subject to IRS form 1099 Miscellaneous filing. Retailers and marketers are responsible for complying with applicable tax filing requirements.

Note that credit-card solicitation will no longer be used as a tie breaker. Retailers and marketers are still encouraged to solicit Techron Advantage and Chevron and Texaco Business Card applications to help support consumer acquisition and loyalty.



Program eligibility

Stations must be branded Chevron or Texaco and must have the Chevron Texaco Rewards program active throughout the program year to be eligible for all program awards. New stations or stations in newly launched markets must activate the Chevron Texaco Rewards program within 30 days from station opening date or the market launch date to be eligible for that program year. In addition, stations must have four completed Customer First and two completed Image Execution evaluations. Lastly, winning retailers and marketers must be in good standing.

	Total Gold Awards	Total Winners	2nd Tiebreaker	Eligibility
Old Program	46	387	Credit card applications	No Chevron Texaco Rewards participation requirement
New Program	Unlimited	400	None	Chevron Texaco Rewards participation requirement

**Company operated facilities are not eligible to win Club Awards or Gold Level Facility Awards. Certificates of appreciation are available to all customer on the home page of the Customer First reporting tool.*

Regional recognition events

Regional-event qualification will remain the same. Attendance will continue to be limited to the winning retailer- or marketer-of-record, employee of winning retailer- or marketer-of record, or retailer of marketer-of-record or its employee, and the attendee's adult guest. Winning retailer or marketer cannot transfer or gift their regional-event qualification to anyone including to another retailer or marketer. Only one hotel room accommodation will be provided to the attendee and his or her guest. Winners will not receive any compensation in lieu of attending an event..

The program participation fee of \$350 will also remain the same.

100 Club & 40 Club

Retailers and marketers will also continue to receive a \$100 cash award for the 100 Club each time one of their stations or a station they supply receives 100% on a Customer First evaluation. They will also receive a \$40 cash award to give their Customer Service Representative for the customer-interaction section.

what's in it for me?

Marketers are eligible for special invitations to recognition events if all of their eligible facilities are enrolled in Customer First, and if their facilities score a minimum average of 95 percent on their mystery shop surveys. Marketers who meet these criteria will be ranked within volume groups by total average score to determine who will earn a special invitation to their district-wide or regional recognition event, as illustrated in the table below.

2021 year-end volume* (gallons)	Number of invitations	
	East	West
50 million or more	3 per year	3 per year
25 - 49.9 million	5 per year	3 per year
15 - 24.9 million	4 per year	1 per year
5 - 14.9 million	3 per year	1 per year

*Volume categories are set at the beginning of the program year and are based on the previous year's year-end volume of Chevron and Texaco MOGAS only; diesel volume is excluded.

How can I help my employees help customers?

- Remind CSRs of the financial incentives for perfect scores:
- \$40 for the employee who earns a perfect score on the Customer Service Delivery section of the survey and \$100 for a storewide recognition event.
- Develop your own incentive program to supplement the Chevron awards.
- Acknowledge employees who perform well. Positive feedback reinforces good habits, and public recognition motivates everyone to succeed.
- Suggest that CSRs keep their name badges at the facility so they won't leave them at home.
- Review your scores with CSRs. Point out where they're succeeding and where they need improvement.
- Encourage employees to have items that regular customers purchase ready when they walk into the store.
- Ask employees to actively promote Chevron Texaco Rewards Program.
- Solicit employees' input. Many will welcome the opportunity to be part of the solution instead of part of the problem.
- Tell your employees that nothing is more important than the customers standing in front of them - including you!



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 8
	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



Customer First 2025

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
Customer First Total		max 100
		Total Points

**Please refer to the sample evaluation for full descriptions of standards:
 Business Point>Performance Programs>Customer First>Documents>Customer First Sample Evaluation*

general program guidelines

Participation

- All Marketer and Retailer facilities are required to participate in the Customer First Mystery Shop Program.
- Facilities may be enrolled in the 2025 program at any time during the year by calling the Retail Marketing Center (RMC) at 1.877.243.8457 (Option 1, Option 2).
- Facilities enrolled in the 2024 program are automatically rolled over to the 2025 program at their 2024 status (active, on hold).
- Facilities enrolled (or automatically rolled over) between November 1, 2024 and March 31, 2025, will receive a full complement of four mystery shops and will be billed \$350.
- Billing for the 2025 program year will occur in February 2025. No refunds of participation fees will be given after January 31, 2025.
- Facilities enrolled and ready to be initially shopped or facilities that are removed from hold between January 1, 2025, and June 30, 2025, will receive one mystery shop for each remaining period in the program at the time mystery shops begin, and will be billed \$350.
- Facilities enrolled and ready to be initially shopped or facilities that are removed from hold between July 1, 2025, and October 31, 2025, will receive one mystery shop for each remaining period in the program and will be billed \$175.
- If a facility is enrolled or a facility is removed from hold after October 31, 2025, its mystery shops will begin on January 1, 2026, provided it is open and ready to be initially shopped and the RMC has been notified. The program fee will be billed in accordance with the program rules and fees for 2026.

Canceling participation

- If a facility will be closing in 2025, you may terminate participation in the 2025 program without incurring a program fee by giving notice on or before January 31, 2025.
- You may end a closing facility's participation in the 2025 program at any time during the year by contacting your Business Consultant.
- No refunds of participation fees will be given after January 31, 2025.

Refunds

- No refunds of participation fees will be given after January 31, 2025.
- As of February 1, 2025, each facility in the program is responsible for the full program fee, even if the facility closes.

Changes in operator/trade class

- If a facility changes Marketers during the program year, the outgoing Marketer's survey scores will be deleted from the database.
- If a facility changes Retailers during the program year, the outgoing Retailer's survey scores will be deleted from the database.
- If a facility changes trade class during the program year, survey scores posted prior to the change will be deleted from the database.
- There will be no make-up shops for the incoming Marketer, Retailer, or Chevron Stations Inc. (CSI) facility.
- If a facility changes Retailers during the program year and the program fee has already been paid, the incoming Retailer may continue to participate in the program for the remainder of the year without incurring any additional participation fees.

New facilities under construction

- If a Marketer or Retailer has one or more facilities under construction that are already set up in the program, that Marketer or Retailer must notify the RMC when the facility is open and ready to be shopped.
- The Marketer or Retailer will be billed in the same month that the RMC is notified and the facility will receive a shop in accordance with rules and fees for 2025.

Temporary closures (less than 30 days)

- If a facility is undergoing construction or repairs or needs to close because of special circumstances (for example, Image Refresh, damages to the facility, theft, or damages resulting from acts of nature and/or man), it is the responsibility of the Marketer, Retailer, or Business Consultant to notify the RMC immediately to suspend a mystery shop during the time of closure.
- If a Marketer or Retailer gives notice that a facility will be closed for more than 30 days, the facility will remain enrolled and "on hold" in the program. It is the responsibility of the Marketer, Retailer, or Business Consultant to notify the RMC when the facility has reopened and is ready to be shopped.
- If a Marketer or Retailer fails to notify the RMC that a facility has closed, and a mystery shop is attempted at that facility, the Marketer or Retailer is responsible for the costs associated with the mystery shop. The Marketer or Retailer will be billed a fee of \$58.

Annual awards

- You must be the Marketer- or Retailer-of-record throughout the entire program year and at the time the prize is awarded to win Gold Award or Customer First Award.
- Non-corporate Marketers and Retailers who have earned, or who have facilities that have earned, a Gold Award or Customer First Award will receive a 1099 Miscellaneous Form by mid-February the year after the awards are given and are responsible for their own tax reporting.

Regional and district event winner notices

- You must be the winning Marketer- or Retailer-of-record, or a current employee of the winning Marketer or Retailer's facility, or his or her spouse or adult guest to attend a Regional or District Event.
- Winners cannot transfer or gift their prize to another Marketer or Retailer.
- Only the winner and his or her guest will receive hotel accommodations and must share one room.
- All winners and guests must be age 18 years or older.
- You will not receive any compensation for your prize in lieu of attending a Regional or District Event.

Shop awards

- Chevron or Texaco Direct-served Retailers receive cash awards via electronic funds transfer (EFT) approximately 10 days after an evaluation has been completed.
- Cash awards for Chevron or Texaco Marketer-served facilities are transferred to the Marketer's account via electronic funds transfer (EFT) for distribution to the facilities where the winners are employed.

Cancellation clause

- Chevron reserves the right to cancel, amend, or revoke this program at any time.

Collusion

- Infraction of company policies, unethical practices, collusion between Marketers and Retailers, or any other attempt to gain unfair advantage in the program will disqualify you from participation in the program and you will be in violation of your agreements with Chevron.

Tax liability

- All federal, state, or local taxes and any other fees imposed on any award in the program are the responsibility of the award winner, not Chevron.
- Non-corporate Marketers and Retailers who have earned, or who have facilities that have earned, a Gold Award or Customer First Award will receive a 1099 Miscellaneous Form by mid-February the year after the awards are given and are responsible for their own tax reporting.

Audits

- Chevron reserves the right to audit the Marketer or Retailer's records and, in their sole discretion, to disqualify participants from the program in the event of irregularities. You will also be in violation of your agreements with Chevron.



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