

frequently asked questions

customer satisfaction mystery shop program



Havoline
xpress lube



Q. What is the purpose of the Customer Satisfaction Mystery Shop program?

A. Chevron's **xpress lube® shopper program™** includes customer satisfaction mystery shops. Chevron is committed to understanding what matters most to customers and ensuring that they have a positive and consistent brand experience. Mystery shop results provide critical insight into where your business excels and areas of opportunity. Improving customer satisfaction and image leads to more positive reviews, referrals, improved retention, increased likelihood of attracting more new customers, increasing car count, sales revenue, gross profit and contributes to your ability to attract and retain the type of employees that contribute to high levels of customer satisfaction.

Q. Who is eligible to participate?

A. The program is only for U.S. Havoline xpress lube® and Chevron xpress lube® locations. Participants must have a current license agreement in-place with Chevron or a Chevron Lubrication Marketer.

Q. What areas are included as part of the survey?

A. The survey covers: customer service interaction, location upkeep, shopper opinion ratings and digital presence. The questions, criteria and scoring are available in the Customer Satisfaction Mystery Shop Guide so that participants have a clear understanding of Chevron's expectations.

Q. Who performs the mystery shops?

A. Chevron contracted with Ipsos, a global research agency, to administer the **xpress lube shopper program** which includes the customer satisfaction mystery shop. Anyone that comes to your facility to get an oil change could be a mystery shopper. They are pre-screened and trained to recognize excellence in customer service and facility appearance.

Q. Will the mystery shop evaluators reveal their identity during an evaluation?

A. No. The evaluators will come into the facility as any other customer to get an oil change.

Q. How often will my store(s) be shopped?

A. Mystery shops are performed quarterly (Jan-Mar, Apr-Jun, Jul-Sep, Oct-Dec). They are unannounced. The month you enroll will determine the number of shops you receive in a calendar year.

Q. When are the shops conducted?

A. Mystery shoppers are permitted to conduct shops Monday-Friday between 9:00am-4:30pm and/or Saturday 9:00am-3:00pm. Shops will not occur on Sunday or holidays.

Q. How will my results be reported?

A. As soon as a shop is completed, the results and pictures are entered into a [mobile-friendly reporting portal](#) available 24/7. You will receive log-in credentials and a link to the reporting site by email once your enrollment process is complete.

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Q. If a facility disagrees with a mystery shop score can it be appealed?

A. No. The mystery shop is based on the customer's perspective at that moment in time. In dealing with customer satisfaction, it's all about what the customer sees, experiences, and perceives.

Q. Will photos be provided for every infraction noted by the evaluator?

A. No. Photos are however required to be provided for overall areas, e.g., outside of the facility, waiting room, restroom, shop floor and service bays.

Q. Is there a minimum requirement for customer satisfaction mystery shop scores?

A. Yes. Chevron's minimum required customer satisfaction mystery shop score is 80%. As a licensee of the brand, everything that happens at your site leaves an impression on the hearts and minds of your customers and is a reflection on Chevron and its brands. Failure to maintain the minimum required score, three (3) times over a twelve (12) month period may result in facility de-branding.

Q. Will there be any recognition/awards for the highest mystery scope scores?

A. Yes. The program provides Chevron the opportunity to recognize and reward outstanding customer service. After the first full calendar quarter of program operation (this allows for ramp-up of program enrollment and the collection of data and participant feedback) Chevron will establish an evolving system of rewards for sites with the highest customer satisfaction scores. The recognition/rewards will be directed toward employees and the business owner's facility.

Q. What is the cost to participate?

A. The annual cost of the **xpress lube shopper program** which covers four (4) customer satisfaction mystery shops, two (2) image audits, and the 24/7 mobile-friendly online reporting platform is US \$825 per location (prorated based on enrollment timing explained below). The intent of the program is to drive a higher and sustained level of customer satisfaction that translates to a higher level of customer retention and more new customers.

Q. What's my payback?

A. To keep things simple, assuming an industry average ticket of \$75, the estimated payback is just 11 new customer visits ($\$825 \text{ cost} / \$75 \text{ avg ticket} = 11$). Keep in mind the average fast lube is open 6 days/week and sees 33 or more cars/day or 792 cars/month, and customers get ~ 2.7 oil changes/year and typically stay with a business for years, **provided** they are having a positive service and site experience which gets back to the intent of the program (*sources: NOLN and U.S DOT*). The upside is significant. Improving customer satisfaction and image leads to more positive reviews, referrals, improved retention, increased likelihood of attracting more new customers, increasing car count, sales revenue, gross profit and contributes to your ability to attract and retain the type of employees that contribute to high levels of customer satisfaction.

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Q. How do I enroll?

A. Chevron’s online [enrollment portal](http://xlmysteryshop.com) (xlmysteryshop.com) allows you to enroll, pay, review, and electronically sign the program terms and conditions. The table below indicates how many mystery shops and image audits a site will receive based on when you enroll. For example, if a facility enrolls on July 15, then it will receive two (2) mystery shops and one (1) image audit in the first year; thereafter, if re-enrollment occurs between Nov 1 and Jan 31, the facility will get four (4) mystery shops and two (2) image audits.

	JAN	FEB	MAR	APR	MAY	JUN	JUL	AUG	SEP	OCT	N -Next Year*	D -Next Year*
Enroll By	Jan 31	Feb 28	Mar 31	Apr 30	May 31	Jun 30	Jul 31	Aug 31	Sep 30	Oct 31	Nov 30	Dec 31
Number of Mystery Shops this year	4	3	3	3	2	2	2	1	1	1	4	4
Number of Image Audits this year	2	2	2	2	1	1	1	1	1	1	2	2

**No shops or image audits for current year. Enrollment in November or December will receive full year enrollment in subsequent year.*

Q. Can I pay for the program cost using my Havoline Installer Co-op Advertising funds (Co-op)?

A. Yes, assuming you have sufficient funds in your Co-op account. A major credit card will be taken to fund the fee in the event a Co-op account does not exist and/or account funds are insufficient. *The Co-op program is subject to change or cancellation at any time in Chevron’s sole discretion.*

Q. What are my payment options?

A. Your choices for method of payment at time of enrollment are:

- Major credit card
- EFT. Only for direct-served customers where the contract/relationship/receivable is with Chevron. The program fee will be EFT’d from your account by Chevron following enrollment.
- Havoline Installer Co-op Advertising funds (Co-op) for customers that have a sufficient balance in their Co-op account. A major credit card will be taken to fund the fee in the event a Co-op account does not exist and/or account funds are insufficient to cover the fee.

Q. Will Chevron automatically re-enroll me in subsequent years?

A. Toward the end of a calendar year, you will receive an email communication from the Enrollment Administrator announcing/requesting authorization for re-enrollment. Your affirmative response to this email will be processed and the payment method selected at the time of initial enrollment will be followed for subsequent year enrollment.

Programs are subject to change or cancellation at any time in Chevron’s sole discretion.

frequently asked questions image audit program



Q. What is the purpose of an Image Audit?

A. Chevron's *xpress lube*® *shopper program*™ includes image audits designed to evaluate site attributes that are most important to customers and to Chevron. The objective is to sustain the highest quality facility image, as each site in the network represents the brand in the hearts and minds of all customers. A high-quality image complements customer service delivery at every retail outlet.

Q. Who is eligible to participate?

A. The program is only for U.S. Havoline xpress lube® and Chevron xpress lube® locations. Participants must have a current license agreement in-place with Chevron or a Chevron Lubrication Marketer.

Q. What areas are included as part of the image audit?

A. The image audit encompasses overall site appearance, street signage, building signage, customer ambiance, service bays and personal appearance. The questions and scoring are available in the Image Audit Guide so that participants have a clear understanding of Chevron's expectations.

Q. Who performs the image audits?

A. Chevron contracted with Ipsos, a global research agency, to administer the *xpress lube shopper program* which includes the image audit. Image auditors are pre-screened and trained to recognize excellence in customer service and facility appearance.

Q. Will the evaluator announce themselves as part of conducting image audits?

A. The evaluator will present a Letter of Authorization, upon request, when they arrive to let you/your staff know that they are authorized by Chevron to conduct the image evaluation.

Q. How often do image audits occur?

A. Image audits are conducted twice a year, January-June and July-December. The month you enroll in the program will determine whether you receive 1 or 2 image audits in a calendar year.

Q. When are image audits conducted?

A. Evaluators are permitted to conduct image audits Monday-Friday between 9:00am-4:30pm and/or Saturday 9:00am-3:00pm. Audits will not occur on Sunday or holidays.

Q. How will my results be reported?

A. As soon as a shop is completed, the results and pictures are entered into a [mobile-friendly reporting portal](#) available 24/7. You will receive log-in credentials and a link to the reporting site by email once your enrollment process is complete.

frequently asked questions image audit program



Q. Will photos be provided for every infraction noted by the evaluator?

A. Yes. The evaluator will take overall photos of the facility as well as one photo for each infraction. Results and pictures are entered into a reporting portal (more on this below).

Q. Is there a minimum image audit score requirement?

A. Yes. Chevron's minimum required image audit score is 90%. As a licensee of the brand, the image your facility conveys leaves an impression in the hearts and minds of customers - which is a reflection on Chevron and its brands. A facility will be able to improve its score by appealing non-compliant questions on the evaluation and/or submitting photos via the online portal showing infractions that have been resolved. Both appeals and photos must be submitted within 15 days from when the evaluation results are posted on the portal. Facilities that do not maintain the minimum score are subject to additional re-audit fees [noted below]. Failure to maintain the minimum score two (2) times in a row over a twelve (12) month period may result in facility de-branding.

Q. Can a facility appeal the results reported by the evaluator?

A. Yes. A facility can submit an appeal through the online portal if they disagree with the results posted. When filing the appeal, you will be asked for an explanation and supporting evidence. Appeals must be submitted within 15 days from when the results are posted.

Q. Can I get my points reinstated if I correct an infraction noted by the evaluator?

A. Yes. Facilities can raise their scores by submitting appeals and photo resolves through the online portal showing that the infractions have been corrected. The appeal/photo resolves must be submitted within 15 days from when the evaluation results are posted.

Q. Are all questions on the image audit eligible for submitting pictures showing that the infractions have been resolved?

A. All questions except the uniform question in the personal appearance section are eligible for appeals and/or photo resolves. The employee must be wearing a clean and neat Havoline xpress lube® and/or Chevron xpress lube® branded uniform at the time of the audit.

Q. Can a facility submit an appeal and photos resolving the infractions for the same evaluation?

A. Yes. Facilities can both submit an appeal to dispute infractions that they believe have been incorrectly identified and submit photo resolves through the online portal to resolve other infractions. Both appeals and photos resolves must be submitted within 15 days from when the evaluation results are posted.

Q. How are photos submitted to resolve image infractions?

A. Owners or Managers can upload photos showing that the image infractions have been resolved through the reporting portal.

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Q. What if my score is still failing after I submit an appeal and photo resolve?

A. If sites are still failing (image score less than Chevron's 90% minimum requirement) after appeals and/or photo resolves, the site will have a final 15 days to make necessary corrections before they are put in the queue for the re-audit process, and subject to additional charges.

- Re-Audits will be completed between 30 and 60 days from the initial reported shop date and the facility will be charged a \$125 re-audit fee by Chevron. If a re-audit is required, you will be contacted by the Enrollment Administrator to secure credit card payment information for the added cost to you.
- If sites are still failing after the Re-Audit has been completed, Ipsos will send final failure email notifications.
- Ipsos will send final failure email notifications to the following personnel: business owner/licensee, Chevron Business Consultant, Chevron Lubrication Marketer, Chevron Area Business Manager, and Chevron's Auto Installed Marketing Manager. Facility de-brand notifications from Chevron are the last resort.

Q. Will there be any recognition/awards for the highest image audit scores?

A. No not currently. Chevron views maintaining a premium facility image as a licensee requirement for branded xpress lube® locations.

Q. What is the cost to participate?

A. The annual cost of the **xpress lube shopper program** which covers two (2) image audits, four (4) customer satisfaction mystery shops, and the 24/7 mobile-friendly online reporting platform is US \$825 per location (prorated based on enrollment timing). Sites that fail to meet Chevron's 90% minimum image audit score requirement are subject to additional \$125 re-audit fee (explained above). The intent of the program is to drive a higher and sustained level of business operation that translates to a higher level of customer retention and more new customers.

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