



Havoline
xpress lube



Chevron
xpress lube

xpress lube[®] shopper[™] program

image audit guide

focusing on the brand representation





Havoline
xpress lube



Chevron
xpress lube

xpress lube[®] shopper[™] program Image Audit Survey

Dear valued xpress lube owner,

Chevron's **new xpress lube shopper program** has been designed for and is intended to promote the health and success of xpress lube branded locations and Chevron's quest to be #1 in the hearts and minds of customers.

The program consists of a quarterly customer satisfaction mystery shop survey and a twice a year image audit survey conducted by Chevron's contracted research agency, Ipsos. Participants are required to maintain minimum scores.

The image audit survey is designed to evaluate tangible site attributes that are most important to customers and Chevron as it relates to representing the brand. Please review this guide to learn more about image audit expectations.

Thank you for making Chevron and Havoline your retail brands of choice.

Sincerely,

Barbara Nelson
Automotive Installed Marketing Manager
Chevron Lubricants

who are these mystery shoppers / image auditors?

Anyone that comes to your facility could be a mystery shopper or image auditor. They look, act and experience things just like all of your other customers. The only difference is that they are trained to recognize excellence in facility appearance and customer service.

Image audits will be conducted twice a year.

Visits occur Monday-Friday 9 am - 4:30 pm and Saturday 9 am - 3 pm. Shops will not occur on holidays or Sundays.

Image Audit Period	Timing
1	January 1 – June 30
2	July 1 – December 31

what's included?

The questions on the image audit survey are worth a total of 89 points. Survey questions, best practices, and point values are included at the end of this guide and cover the following important areas:

1. Overall site appearance
2. Street signage
3. Building signage
4. Customer ambience
5. Service bays
6. Personal appearance

letter of authorization

The surveys require pictures taken of your facility. The image audit is overt in that evaluators are required to walk around and take pictures to support responses. Evaluators will present this letter of authorization from Chevron, if/when your employees have questions.



Dear xpress lube® owner, manager, team member:

Chevron Products Company contracted with Ipsos, a global research agency, to conduct customer satisfaction mystery shop surveys and image audit surveys exclusively at Havoline xpress lube® and Chevron xpress lube® locations in the United States, as part of Chevron's new **xpress lube® shopper program™**.

Mystery shops and image audits are designed to evaluate customer satisfaction and tangible site image attributes that are most important to customers and to Chevron. Insights from survey results are intended to identify strengths and areas of opportunity to help business owners recognize things that are going well with employees and take corrective actions to improve overall performance and image. Everything that happens at a site is a reflection on the ownership and the brand.

The person presenting this letter is an authorized evaluator from Ipsos, contracted by Chevron. Your cooperation in allowing them to complete the image audit of your site is appreciated. Image audits are expected to take approximately 30-40 minutes to complete. The results are captured and shared with the business owner in an online reporting platform.

If you have questions, please contact your Chevron Business Consultant.

Sincerely

Barbara Nelson
Automotive Installed Marketing Manager
Chevron Lubricants

cc: Ipsos

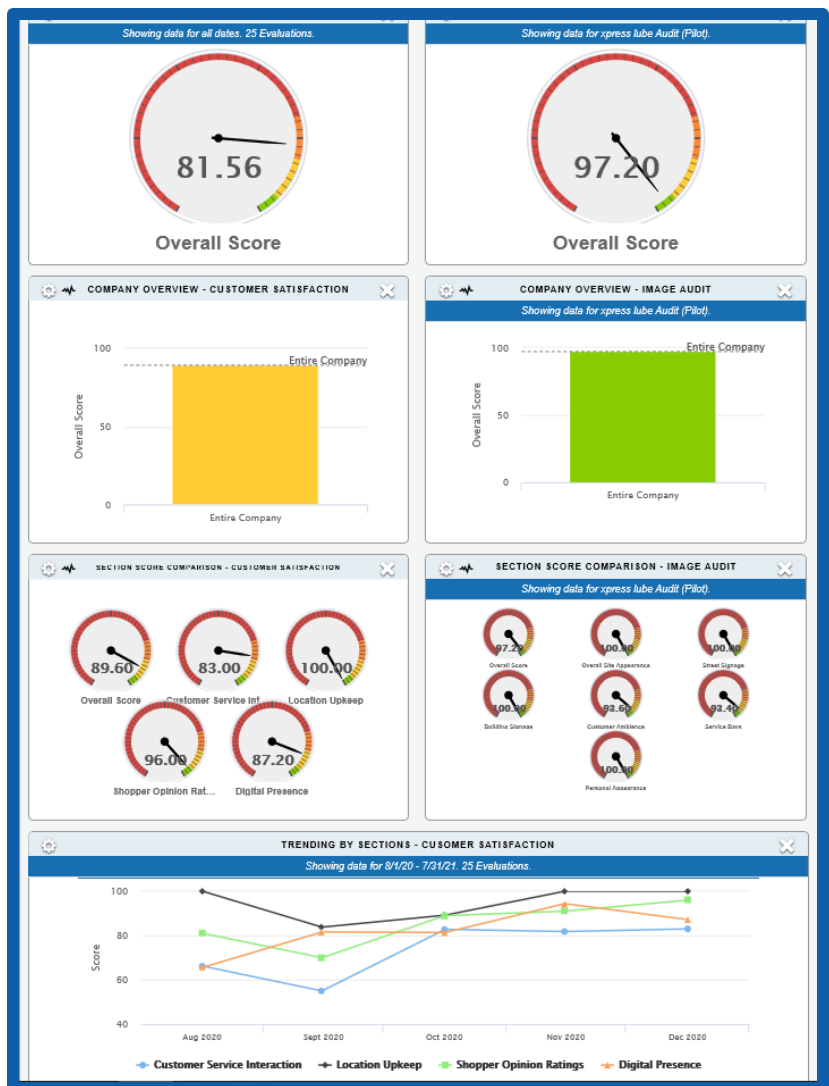
how will i see my results?

Reporting Portal. Chevron's mystery shop and image audit services provider, Ipsos, trains the shoppers and supports a state-of-the-art dynamic reporting portal www.us-sassie.ipsosmysteryshopping.com. The mobile-friendly portal available 24/7, provides survey results to help you quickly see strengths and identify actionable opportunities. You will receive log in credentials and link to the reporting site by email once your enrollment process has been completed.

Email notification

Each time an image audit is completed at your location, you will be sent an email notification to let you know your results have been posted on the portal. The email will contain a link that will take you directly to your report, once you log into the platform.

Sample reporting dashboard at right.



shopper training materials, examples of Chevron's expectations

The following pages are guidelines containing examples of what good looks like and, where we have it, what is not good or non-compliant.

The guidelines are used by image audit evaluators to help them determine answers and score Chevron's image survey questions.

Image audit survey results together with the guidelines can help you easily pinpoint and fix deficiencies to improve your facility image in the eyes of the customers in your community and Chevron.

Everything about the physical appearance of your business leaves an impression with the customer - and reflects on Chevron.

NOTE: As there are more Chevron xpress lube® facilities, shoppers will gather pictures and Chevron may create a separate guide.

Survey questions may evolve over time, at the same time, image scores and Chevron's expectations of licensees will always be held high. You will be notified of changes when they do occur in the future.



minimum image audit score

90%

Chevron and Ipsos established the survey and criteria for evaluation based on the combination of: Do-It-For-Me consumer research, trends, industry experience and pilot participant input. Each question in the survey is worth a certain number of points, weighted based on relative importance. All question points earned on each evaluation roll up into the total score for that evaluation.

The pilot. Chevron conducted a program pilot that involved five (5) Havoline xpress lube® locations throughout the U.S., a mix of both single-site and multi-site ownership businesses. After 5 months and a total of 25 shops, the total average image audit score was 97.44.

Decision. Based on the pilot and collective industry experience, Chevron and Ipsos established a minimum required image audit score of 90%*. Due to the nature of dealing with mostly fixed facility image aspects, image audit scores are expected to be high and higher than customer satisfaction mystery shop scores.

****Failure to maintain the minimum score two (2) times in a row over a twelve (12) month period may result in de-branding.***

APPEAL OPPORTUNITY: If a location disagrees with how a specific question was scored, they may dispute the score for that question using the portal-based appeal process. The steps for submitting an appeal and/or photo resolve are outlined on the reporting portal. If needed, locations may be subject to an additional cost of \$125 per re-audit visit.

what if I disagree with my results or fix the infractions found by the shopper?

Appeal Process

Image auditors are trained on Chevron’s facility image standards. If you believe that points were deducted from your results in error, you can file an 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. Past results will not be accepted as “proof” that current results are inaccurate.

Photo Resolve Process

If, however, you agree with the image auditor’s results and you want to fix an infraction, you may do so for a reinstatement of points for the question you are resolving. This process should be used when you have fully corrected the infraction and can provide photo evidence of the item being fully addressed.

You have up to 15 days from the date the shop is reported on the portal to submit an appeal or photo resolve. In either case, the submission process is initiated through the online portal. More specific instructions can be found on the online portal.

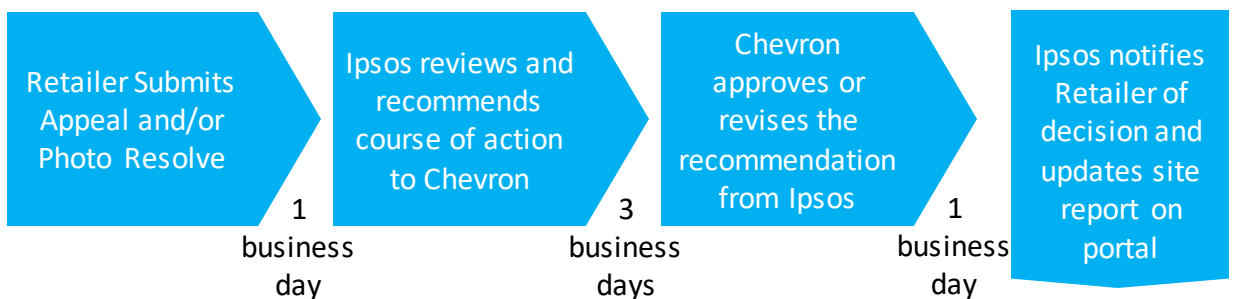
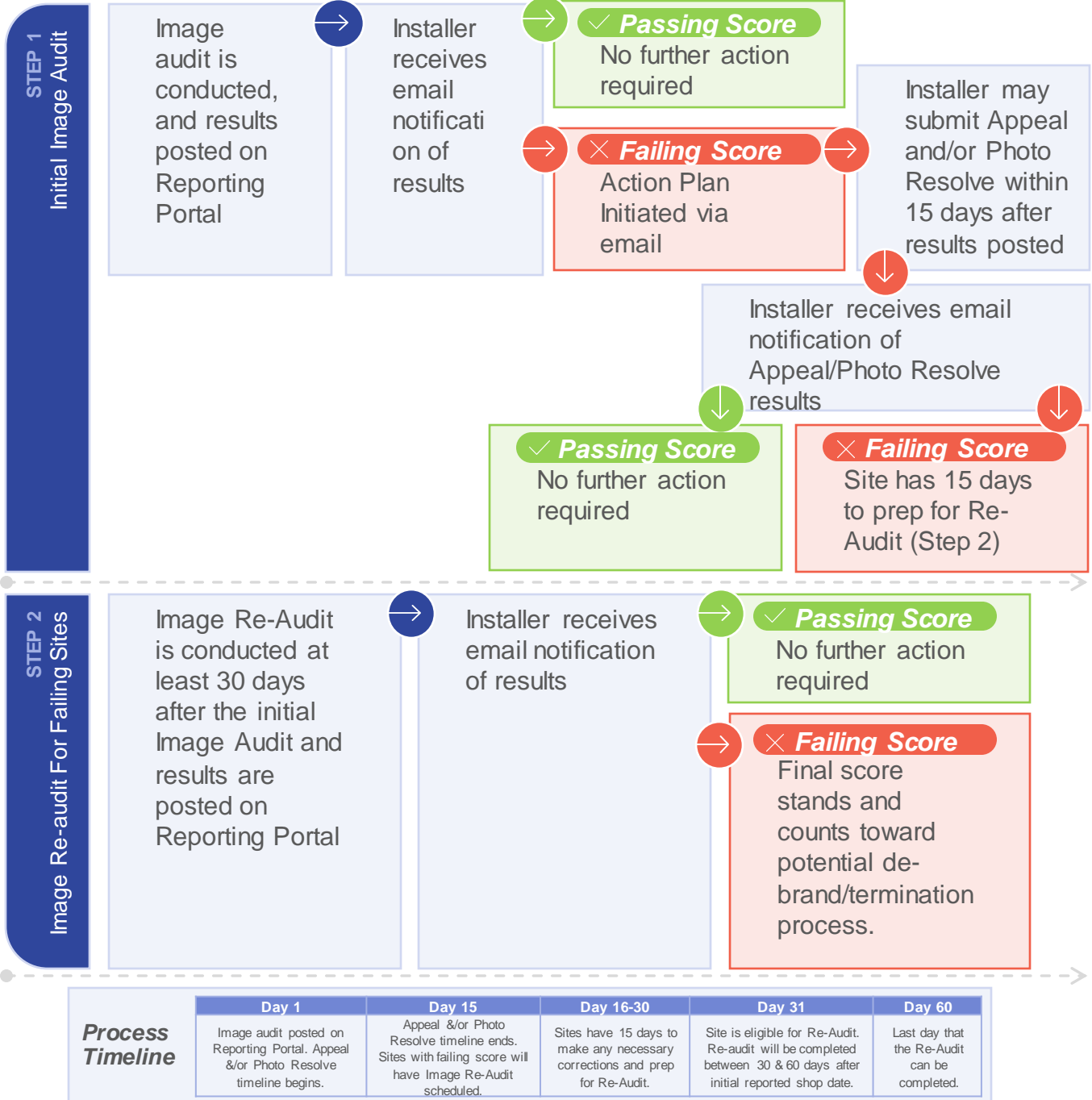


Image Audit Compliance Process




Definitions









- **Appeal** - If you disagree with the results of a failed audit, this is an opportunity to dispute the score and request points are returned for a question that was reported as non-compliant. Supporting written evidence is required when submitting an appeal on the portal.
- **Photo Resolve** - If you disagree with the results of the failed audit, this is an opportunity to submit a photo of the corrected non-compliant issue.
- **Re-Audit** - A second audit of your location if after the appeal/photo resolve time frame has passed, the score has not reached a passing score. Site will be charged an additional \$125.00 to cover the cost of the Re-Audit.


xpress lube[®] shopper[™] program image audit

Section	Question	Point Value
Overall Site Appearance		14 points
	1. Were landscaped areas well-maintained (plants, grass, trees, etc.)?	2
	2. Were all paved areas well-maintained (asphalt, curbs, walls, borders, fences)?	3
	3. Were the premises free of unauthorized competitive signage (other motor oil brands)?	2
	4. Did the building have a well-maintained inviting curb appeal (paint not faded, sidewalks, parking space lines, windows, unobstructed walkways)?	4
	5. Was all exterior lighting operational and well-maintained? If lighting could not be evaluated, select NA.	3
Street Signage		18 points
	6. Is the ground mount/pole sign, correct?	4
	7. Is the ground mount/pole sign in good repair (no cracks, no fading, clean)?	6
	8. Is the ground sign free from any obstructions?	4
	9. Is the ground mount/pole sign lighting operational? If lighting could not be evaluated, please select NA.	4
Building Signage		14 points
	10. Is the building signage correct?	4
	11. Is the building sign in good repair (no cracks, no fading)?	6
	12. Is the building sign lighting operational? If lighting could not be evaluated, please select NA.	4

 = Able to be cured through the Photo Resolve process

xpress lube[®] shopper[™] program image audit

Section	Question	Point Value
Customer Ambience		25 points
	13. Was the waiting room clean/comfortable (doors, paint, walls/ceilings, chairs and floors)?	6
	14. Was the refreshment area kept clean and organized?	5
	15. Was the TV, media center or central music center operational at all times?	2
	16. Was the sales transaction counter clean, orderly, well-maintained?	5
	17. Was the customer restroom clean, operational and stocked with paper goods?	7
Service Bays		12 points
	18. Was the service bay area well-kept, clean and organized?	4
	19. Were covers installed over the pit openings in the floor?	4
	20. Are walls, windows and ceilings clean and in good repair?	4
Personal Appearance		6 points
	21. Are employees wearing clean, neat, Havoline xpress lube [®] and/or Chevron xpress lube [®] branded uniforms or a uniform patch (depending on the location)?	6
TOTAL IMAGE AUDIT		Max Points = 89

 = Able to be cured through the Photo Resolve process



Xpress Lube Image Audit Guidelines



ARRIVAL

We ask the shopper not to park in prime customer parking spots. They will present the letter of authorization to the manager on duty before conducting the audit.

REQUIRED PHOTOS

In addition to capturing any non-compliant items, the following photos will be taken with the survey:



OVERALL LOT

- A full shot of the facility from across the street or at the edge of the property.
- Location facility photo should include as much of the building and PID as possible.



BUILDING SIGNAGE

- To ensure the building signage has the correct branding



STORE EXTERIOR

- To include the front doors and the signage on the windows and capture most of the building.



Xpress Lube Image Audit Guidelines



GROUND MOUNT/POLE SIGN

- Photo of the full Primary ID sign from at least 10 ft away, capturing the entire sign



WAITING ROOM

- As much of the waiting room as possible
- Avoiding taking photos of customers if at all possible



SERVICE BAY



Shoppers will attempt not to disrupt normal business interactions and avoid taking photos with customers in them, if possible.

AUDIT

Shopper will look for the following and capture photos for any non-compliant items they may find.



WELL-MAINTAINED/INVITING CURB APPEAL

Confirm the following:

- Building paint is not faded
- Sidewalks are clean
- Parking space lines are well maintained
- Walkways are unobstructed
- Windows are uncluttered and free of any type of signage, dirt, etc.



EXTERIOR LIGHTING

- Confirm if all exterior lighting is operational and well maintained
- *If lighting could not be evaluated, NA is selected.*



GROUND MOUNT/POLE SIGN

- Confirm that the sign is clean and free from cracks / fading
- Capture any obstructions that block visibility of the sign.
- LIGHTING: Is the ground mount/pole sign lighting operational?



Photo required for all NON-COMPLIANT items



BUILDING SIGN

Is the building sign in good repair?

- The sign should be free from cracks, fading, and is clean



Compliant



BUILDING SIGN LIGHTING

- If lighting could not be evaluated, N/A is selected



Compliant



Non-Compliant



REFRESHMENT AREA

- Is this space clean and organized?



Compliant



TV/MEDIA CENTER OR CENTRAL MUSIC CENTER

- Was this area operational?



Compliant



SALES TRANSACTION COUNTER

Is the area clean, orderly and well maintained?



Compliant



CUSTOMER RESTROOM

Is the area clean, operational and stocked with paper goods?



Compliant

Non-Compliant



SERVICE BAY

Is the area well kept, clean and organized?

- Are there covers installed over pit openings in the floor?
- Are the walls, ceilings and windows clean and in good repair?



Compliant Service Bay



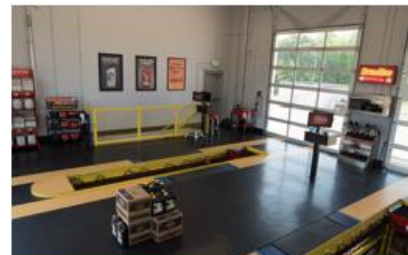
Non-Compliant Service Bay



Non-Compliant Service Bay



Compliant Floor Covers



Compliant walls, windows & ceilings

Xpress Lube Image Audit Guidelines



EMPLOYEES

Are employees wearing clean, neat **Havoline xpress lube®** or **Chevron xpress lube®** branded uniforms or a uniform patch?



Example of Havoline xpress lube®
branded uniform



Example of Havoline xpress lube®
uniform patch



Example of Chevron xpress lube®
branded uniform



Example of Chevron xpress lube®
uniform patch

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