

frequently asked questions

customer satisfaction mystery shop program



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. Mystery 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 an [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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Havoline
xpress lube



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 score 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 has established 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 will automatically enroll participants, or you can enroll online at [enrollment portal](http://enrollment.portal.xlmysteryshop.com) (xlmysteryshop.com). The portal 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. Yes, toward the end of a calendar year, you will receive an email communication from the Enrollment Administrator announcing 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.

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