

PETSMART

MYSTERY SHOP PROGRAM TRAINING



STEPS TO COMPLETING THE TRAINING

1. CAREFULLY REVIEW THE VISIT INSTRUCTIONS (THE NEXT 4 PAGES OF THIS DOCUMENT)
2. WATCH THE TRAINING REVIEW VIDEO
3. REVIEW THE MYSTERY SHOP SURVEY QUESTIONS AND ANSWER OPTIONS BY ACCESSING THE JOT FORM LINK, AND THEN SUBMITTING AT LEAST 1 PRACTICE SURVEY.

- ⇒ *Jot Form is an online survey tool we will be using to document your store visit experience/s.*
- ⇒ *Jot Form is “logic” driven, meaning how you answer one question will determine the next question, or series of questions you are asked.*
- ⇒ *The Jot Form link you use to submit your practice survey is the same one you will use for your actual Mystery Shops.*

VISIT SCHEDULE GUIDELINES:

You may be assigned to conduct weekday and/or weekend Mystery Shop visits.

You should [enter](#) the store/s following this guidance:

Weekday Visits (Monday -Thursday): Any time between open and 30 minutes prior to close

Friday: Between 5pm and 30 minutes prior to close

Saturday: Between 10am and 5:30pm

Sunday: Between 12pm and 30 minutes prior to close

**If you are unsure of a store’s closing time, please refer to the “store locator” on [petsmart.com](#)*



PETSMART MYSTERY SHOPS

VISIT INSTRUCTIONS



OVERVIEW

PetSmart is dedicated to providing the highest quality of service and knowledge in their stores. With this in mind, they have requested Mystery Shop visits be conducted in a number of their stores. Your feedback will help them evaluate their associates and the customer shopping experience. You will be making a series of anonymous visits to PetSmart stores in your area and reporting your findings at the end of each visit.

Here are some of the basis about the Mystery Shops you will be conducting:

ALWAYS ANONYMOUS:

- Never reveal that you are there as part of a Mystery Shop program.
Important: Do not take this material or a copy of the survey questions into the store with you.

BE AUTHENTIC—USE YOUR EXPERIENCES AS A GUIDE:

- If you have ever had a pet, use them to model your visits. Two thirds of our visits will focus on Puppy / Dog needs, so if you have never had a dog, spend a minute imagining the experience.

CONFIRM THE DATE AND TIMES YOUR SHOPS ARE TO BE CONDUCTED

REVIEW SURVEY QUESTIONS PRIOR—MAKE MENTAL NOTES OF RESPONSES DURING:

- You will complete an online “Jot Form” survey for each Mystery Shop you complete.
- The survey is currently live in “Test” mode. The URL is included on the last page of these Visit Instructions. Complete and submit at least one practice survey by 5pm CST on Sunday, 3/19 in order to become familiar with the questions, response options and process.
Tip During the practice period, click on each of the answer options to see what you'll be asked next
- During your mystery shops, make mental notes of details to be able to answer questions like:
 - Were you greeted by an associate? If yes, what were the exact words he/she said?
 - How long did it take to be greeted?
 - Did an associate offer you assistance?*

***GREET VS. ASSISTANCE:** *The survey will ask not only if you were greeted but also if you were offered, or had to seek out assistance. “Hello” or “Welcome to PetSmart” are greeting examples. An offer to assist might be “What can I help you find today?” or “I see you are looking at XX today, what questions can I help answer?”.*

MAKE A PURCHASE:

- Each visit requires that you make a purchase, reimbursable up to \$5.
 - In order to be reimbursed, you must submit a photo of your receipt.

EXAMPLES OF ITEMS THAT COST \$5 OR LESS: can/container of food, food toppers, treats, chews, toothbrush, sprays, bowls, scoops, mats, water bottles, shampoo, collars, litter and toys.

Note: *You may purchase something that costs more, but the maximum reimbursement amount is \$5 including tax. The purchased item is yours to keep.*



PREPARE FOR YOUR VISIT



VISIT SCENARIO OPTIONS

Pick from one of the 4 types of scenarios for each of your visits. Your entire visit should focus on the scenario you select. Example: If you choose “Puppy” for one of your visits, the reason you are at the store should be related to a puppy need, your question/s should be puppy related and you should “shop” in aisles with puppy related products.

- ⇒ **PUPPY**
- ⇒ **DOG**
- ⇒ **CAT**
- ⇒ **PET CARE** (Animals sold at PetSmart such as: hamsters, birds, snakes, lizards etc. *Adoptable animals (cats/dogs) are not included in this scenario.*)

VISIT GUIDANCE

Once you have determined which scenario you will use for your visit, think about some related details so you can offer information to the associates and/or be prepared to answer questions they might ask.

EXAMPLES: What breed or type of pet you have (or plan to get soon), what it looks like, how old it is, its gender, how much it weighs, its name, what it currently eats (brand/type), the type of toys it likes, accessories you need, its current health status, or a concern you currently have etc.

While you are free to determine “the reason” for each visit, the following content includes some examples for reference. When asking questions, please refrain from asking tricky ones; you should not intentionally try to stump an associate. Not all of your questions need to be related to the item you intend to purchase, but they should coincide with the scenario you selected.

IMPORTANT: *Because it’s possible multiple mystery shoppers will visit the same store/s over the next few weeks, please DO NOT use the provided examples verbatim. You may use a similar reason for your visit, but please be sure to use your own words when determining what you will say and ask.*

PUPPY SCENARIO EXAMPLE 1: I recently adopted a puppy and would like to understand what to feed him.

Remember: Be prepared to share things such as his name, age, weight, breed, health status...

Some questions you might ask are:

- “Right now he is being fed what the shelter fed him, Alpo. Is this the best option?”
- “Should I feed wet or dry food, why?”
- “Is more expensive food worth the price?”
- “What’s the difference between adult and puppy food?”

Example 2: I recently got a puppy and would like to understand collar and leash options.

- “She is pulling and choking when I walk her. Is there anything available to help with this?”
- “What’s the difference between a retractable leash and a regular one?”
- “What size collar should I get?”

PREPARE FOR YOUR VISIT



VISIT GUIDANCE CONTINUED

DOG SCENARIO EXAMPLE 1: My dog is shedding like crazy! (OR pick something else such as: hip & joint, or bad breath, or skin & coat ,or digestive issues)

- “What can help prevent or at least improve this?”
- “I’m on a tight budget right now, what would you recommend?”

In the Dog Scenario examples below, think about what questions you would ask:

Example 2: My dog is taking medicine, and I’m having a hard time getting her to take the pills.

Example 3: My senior dog is losing her teeth and I want to see about switching from kibble to wet/ soft dog food.

CAT SCENARIO EXAMPLE 1: I’m a first-time cat owner. He is super playful and loves attention, but I work long hours, so I’m looking for some toys to keep him entertained until I get home.

- “Are any of these toys more popular than others?”
- “Hmmm, I see there are catnip ones. “What’s the deal with catnip?”
- “He loves to chase and bat at things. “Which ones you think he’d like?”

In the Cat Scenario examples below, think about what questions you would ask:

Example 2: My young cat keeps scratching up my furniture. I came in today to see what might help because don’t want to get her declawed.

Example 3: My cat has always been an indoor cat, but recently I started considering letting him go outside. I’d like to know what type of things I should be prepared for if I do—like fleas.

IMPORTANT PET CARE SCENARIO GUIDANCE: When speaking with an associate in the area, you must always say something that indicates to them you are considering purchasing a pet they sell. Additionally, the pet you are considering getting must be one you could potentially hold, so do not use an interest in fish as the reason for your visit. If you have no desire to hold a pet such as a snake, hamster or lizard, pick a different scenario type for your visits.

PET CARE SCENARIO EXAMPLE 1: My daughter wants a small furry pet. I’m thinking about getting her one, but would like to learn more, so that I can discuss everything with my spouse.

- “What’s the difference between a hamster, a gerbil and a guinea pig?”
- “What do they eat?”
- “What else would I need if I got one?”

In the Pet Care Scenario examples below, think about what questions you would ask:

Example 2: I’ve never owned a pet before, but am here to talk about getting a snake.

Example 3: My friend has a bearded dragon and wants another. I’m thinking about getting him one.

DURING AND AFTER YOUR VISIT



DURING YOUR VISIT

As we are unable to predict the level of service you will receive during each Mystery Shop, please keep the following in mind:

- We have done some test shops and have found in situations where an associate hasn't been available to help, the least amount of in-store time needed is about 10-12 minutes. A bit more time was documented when the service level was excellent, with the average coming in between 20 and 25 minutes.
- You may be greeted by more than one associate during your visit. Several of the survey questions regarding the greet are based on the FIRST time you were greeted.
- You will also be asked if someone said these words to you, "What brings you into the store today?"
- You will be asked multiple questions regarding the assistance you received.
 - If you are NOT offered assistance by an associate either while walking to your scenario area, or after waiting 5 minutes in your visit scenario aisle, you should then always attempt to find someone to assist you.
- Whether an associate initiated the assistance or you sought out and found someone to assist you, you should:
 1. Ask your scenario related question/s
 2. Make mental notes of all the products and/or services the associate mentioned/offered
- Check your scenario aisle for potential "out of stock products". Look for "product holes"; where a price tag is on a peg hook or shelf, but no product is displayed.
 - If you find any holes, ask an associate about ONE of them: "Do you have any more of this item or is it out of stock"? (Then make a mental note of what the associate did/said next.)
- When checking out, listen closely to the questions asked, and services offered by the cashier.

AFTER YOUR VISIT

Submit all required reporting in a timely manner.

- On-time and accurate reporting is as important as conducting the Mystery Shops. Always double check that your Jot Form survey responses are correct, and be sure to each survey by 10pm the day the mystery shops are completed.
 - The Jot Form survey URL is: <https://form.jotform.us/70684726627163>
- Once you click "submit" on a survey, the website will redirect to your regular reporting page in order to be able to log your time for payroll, as well as to submit an photo of your purchase receipt to ensure you are reimbursed.
- If you have any questions about the Mystery Shops or related reporting, please reach out to your manager.

THANK YOU FOR BEING A VALUED MEMBER OF OUR MYSTERY SHOP TEAM!

