

## Receipt Tape Survey | Frequently Asked Questions

### What is OSAT?

OSAT stands for "Shopper Overall Satisfaction." It is measured by the responses to the first question on the receipt tape survey: "Overall, how satisfied were you with your experience at our grocery Store?" The survey uses a 5 point rating scale where 1 is extremely dissatisfied and 5 is extremely satisfied.

### Why is OSAT and earning a "5" important?

OSAT scores are strongly tied to loyalty and spending. On average:

- 94.5%: How likely shoppers will return if they give us a "5"
- 72%: How likely shoppers will return if they give us a "4"
- 12% How much more is spent by shoppers who give us a "5" than those who give us a "1"

Shoppers who give us a "5" are extremely satisfied with their experience in our store and are likely to return, recommend, and spend more.

### What does Top Box mean?

The number in the "Top Box" section represents the percentage of shoppers who rated us a "5" in that area. For individual departments, the Top Box Score represents shopper feedback in two areas: 1) employee availability and engagement and 2) product presentation.

### When do shoppers see an invite to take the survey on the receipt?

The message prints for every shopper and employee who uses a loyalty card and makes a purchase through the Front-End Registers, Self-Checkout, or Pharmacy.

### Are surveys completed by employees included in the results?

Surveys completed by employees will be tracked separately. They will not be included in the overall results.

### When is the gift card drawing?

Once a month five winners are randomly selected company-wide to win a \$100 gift card. Employees are not eligible.

### How many surveys do we need shoppers to complete?

In order for the data to be statistically valid, each store needs a minimum of 30 surveys per period. In addition, since editing completed surveys is not a viable option, a store with a solid count of surveys ensures that infrequent customer input error will not have a material impact to the scores.

### If we would like to contact a customer regarding their comments, can we get their personal information?

We will not be giving out customers' personal information. However, within the survey there is an option that asks a customer if they wish to be contacted. If they answer "yes," then the comments are routed to the customer call center and will be handled through that process.

### Are there safeguards against customers attempting to input multiple surveys?

There is a fraud detection process in place providing safeguards with specific requirements filtering invalid surveys. These are monitored and validated to ensure no gaming occurs.