

Service Shopper Program

YOU MAKE THE DIFFERENCE



Dear Valued Customer,

We would like to invite you to participate in our Service Shopper program. Your feedback will help us ensure that we not only meet, but exceed your expectations. If you have an eye for detail and about 30 minutes per month, you can make a difference in your bank. Best of all, we'll pay you for your time.

Our customers are the key to our success. We have partnered with Support Financial Resources to survey your experiences and we are looking forward to including your feedback in our plans for future growth.

Sincerely,

Thomas Gulledge
Thomas Gulledge
President | Citizens Bank

AS A THANK YOU FOR YOUR TIME

Receive>>>
\$15 or more
for every survey

For each completed teller or drive through survey, we will deposit **\$15** directly into your checking or savings account. A stipend of **\$20** will be deposited for each completed loan inquiry or customer service survey.

Rules >>>

YOU MUST:

- Be an active customer of Citizens Bank
- Have an active email account
- Be objective & detail oriented
- Remain anonymous to preserve the integrity of the program

Rewards >>>

EARN SHOPPER REWARDS:

In addition to the survey payment, each month, Support will randomly draw winners from a list of completed surveys.

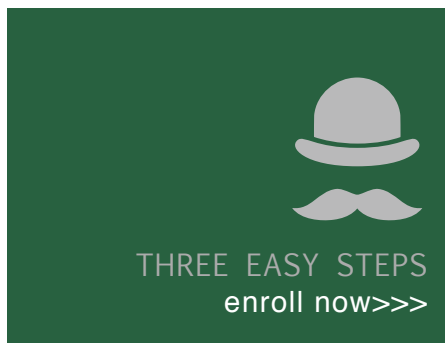
Shopper Rewards include VISA gift cards valued between **\$25 & \$50**.

Time >>>

HOW OFTEN WILL I SURVEY?

Usually one (1) survey per month is assigned.

Once the assignment is completed and submitted, you may have the opportunity to complete additional surveys through our banked survey program.



STEP 1: SIGN UP

Go to www.ServiceExperiences.com/signup. Enter invitation code: CBAL.

Or scan the QR code to the right with your smart phone.

After enrollment, you will receive a confirmation email with your login and password.



STEP 2: SURVEY

A few weeks after enrollment, you'll receive another email from Support with your first scheduled survey. Make your visit or phone call.

STEP 3: SUBMIT

Fill out the survey online, include detailed comments and click Submit at the end of the survey.

Bank employees and their family members may not participate. All applicants will be verified. Compensation does not constitute an employment contract - it is simply a Thank You for your time. Shopper Rewards are subject to the terms and conditions of SFR.

For more information, email shopper help at: ShopperHelp@ServiceExperiences.com or dial 1.800.444.5465 and select Option 4. To verify the integrity of the bank's participation in the Service Shopper Program, please contact please contact Tom Gulledge, President at (251) 947-6253 or email tom.gulledge@citizensbankal.com.