



Keeping the brand strong.

helios **100** site evaluation program 2009



Driving brand performance across the network.



A clean image invites consumer confidence and visits

Measuring, monitoring, and managing the BP brand.

Our consumer research consistently shows that cleanliness and appearance are very important to people when choosing a gas station.

The Helios 100 program helps you maintain a clean and inviting site consumers will want to visit more often.

What's new in 2009?

In 2009 we are renewing our focus on **Visual Standards** in the forecourt. We have added points to this section to emphasize importance. To improve consumer confidence and your success, we are providing new resources and incentives to help you execute the BP image more effectively and new penalties that drive rapid improvement.

2009 Program overview

All sites will be shopped three times a year.

Shop 1: February-April

Shop 2: June-August

Shop 3: October-December

- To receive rewards, sites must score 80% overall and 50% or higher in all three categories.
- Sites have 15 days following the end of each shop period to appeal the shop evaluation.

New resources for Helios 100 in 2009

We have resources to help you improve performance in your Visual Standards and position your sites for success.

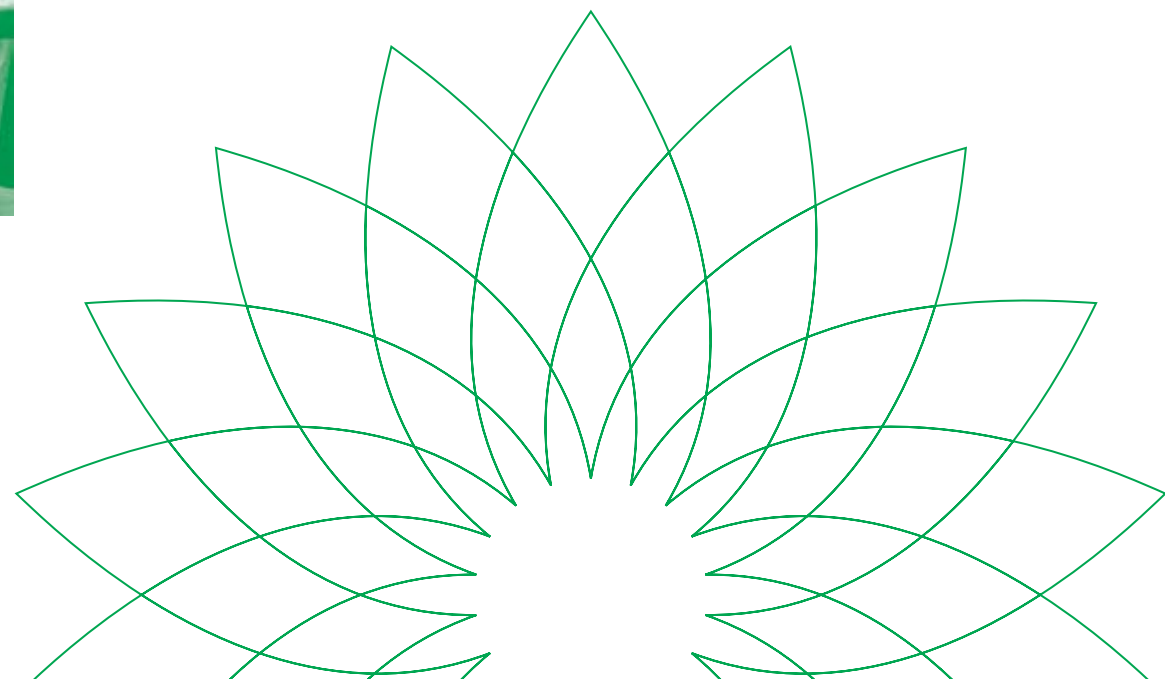
- Co-op funds can be used to improve dispensers and other image items in the forecourt. *See Co-op Guides for more details.*
- Helios 100 training video is available to prepare your sites more effectively.



BP has a powerful brand. Consumers know when they see the BP logo they can count on a clean, reliable experience. When you fly the BP flag, you put that brand to work.

Helios 100 helps us keep our brand strong by setting standards to measure brand execution at each site in the network. It includes management tools for quality assurance and site level performance.

But remember, this is not just an audit program, or a shop that needs to be passed. It's a real glimpse at how the consumer sees and experiences your site. So when your sites perform well you gain personal pride and managerial confidence along with the financial rewards of the program.



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2009 Helios 100 incentives

You can earn up to \$1,400 in incentives*

First, you can earn incentives based on your score for each shop per year with scores of 80% and higher.

Site score	80-89%	90-99%	100%
Incentive	\$100 per shop	\$200 per shop	\$300 per shop

\$500 Bonus

If your site scores 90-100% for all three shops in the year, you will earn an additional \$500 for the year.

Examples:

Here are two examples that illustrate our new incentive structure.

	Example 1		Example 2*	
	Score	Payout	Score	Payout
Shop pd 1	90%	\$200	100%	\$300
Shop pd 2	92%	\$200	100%	\$300
Shop pd 3	95%	\$200	100%	\$300
Subtotal		\$600		\$900
BONUS		\$500		\$500
Grand total		\$1,100		\$1,400*

2009 Helios 100 penalties

In 2009 penalties will replace the debranding process. Sites that do not score 80% or more will not be reimbursed for shop fees and will have the increasing penalties outlined below:

Failures	Penalty
1st	\$0
2nd	\$200
3rd	\$1,200

Penalties do not include cost of shop.



helios100 jobber site evaluation 2009



Consumer experience (Mystery shop) 32 pts possible

1 Dispenser & nozzle purchase experience • 4 pts possible

- | | | | |
|-----|--|----------|-----------------|
| 1.1 | Are all pumps and CRINDs fully operational? (If no credit card purchase was available, or if this is a full service location, mark NA)
If NO, please comment: | 2 | Yes
No
NA |
| 1.2 | For credit card transaction - was receipt received at pump? (If no CRIND, CRIND is out of order, or a full service location, mark NA).
If NO, please comment: | 2 | Yes
No |

2 Customer acknowledgement • 4 pts possible

- | | | | |
|-----|---|----------|-----------|
| 2.1 | Customer acknowledged by Attendant/CSR.
If NO, please comment: | 4 | Yes
No |
|-----|---|----------|-----------|

3 Site staff presentation • 4 pts possible

- | | | | |
|-----|--|----------|-----------------|
| 3.1 | Staff must be clean and neat in appearance.
If NO, please comment: | 0 | Yes
No
NA |
| 3.2 | Are site personnel wearing the appropriate uniform and name badge?
If NO, please comment:
If YES, please provide CSRs name, if available | 2 | Yes
No
NA |
| 3.3 | Site staff handled transaction accurately and efficiently without delay? (Wait time must be under 4 minutes) | 2 | Yes
No
NA |

Online management tools

Helios 100 has a wealth of online reporting and management tools to help monitor and evaluate your site performance. Visit bpconnection.com/Links/Helios100 to see your reports.



Here are just a few of the things you can do:

- Get a snapshot of your performance
- See a snapshot scorecard by site
- Find your most frequently missed questions
- Track maintenance issues and identify trends
- And so much more...

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