

MAINSTREET VENTURES

DINING MYSTERY SHOP

INSTRUCTIONS

QUESTIONNAIRE

Make an online reservation to dine in at a Mainstreet Ventures restaurant, then visit the location to have your meal in the dining room while evaluating food quality, staff service, and meal timing.

Before You Begin

- Review your shop confirmation
- Choose an occasion scenario
- Make a reservation online
- Call after 2pm to ask a question
- Review ordering requirements

Don't Forget!

- Arrive on time for your reservation
- Follow all ordering requirements
- Ask location of restroom
- Record required service times
- Take your copy of itemized receipt



General Requirements

- Read all instructions and the entire questionnaire before you complete the shop.
- All Chop House locations: Diners must be adults. Children are not permitted as guests.
- Ann Arbor Chop House: You are required to have your dessert/coffee in the dessert room.
 - The dessert room is also a cigar lounge; keep this in mind when accepting this shop.
- Keep the itemized receipt given to you when the bill arrives and your customer copy of the receipt with the tip amount clearly written on it. Upload both images with your report.
 - Give a gratuity of 20% for service, regardless of service quality (e.g., tip \$12 on a \$60 bill).
 - If not given an itemized receipt, do not ask for one as doing so may reveal your identity.
- Do not reveal your identity as a mystery shopper to anyone at any time.
- Submit your report to shopperhub.cxgroup.com within 12 hours of completing the shop.
- Retain all documentation for six months following your shop.
- You or your immediate family members cannot currently nor have ever worked for a Mainstreet Ventures restaurant.



Shop Instructions

Step #1: Choose an occasion scenario to use during your visit

- Choose one of the following occasion scenarios to use when visiting the restaurant:
 1. Special occasion: anniversary, job promotion, etc. (do not use birthday or graduation)
 2. Dining with significant other
 3. Bottled wine – must order a bottle of wine with your meal

Step #2: Make your reservation online as soon as you receive your shop confirmation

- Check your shop confirmation for the date, time, and location to make your reservation.
- Make your reservation by using www.resy.com or the Resy app. Do not call the restaurant.
- Write down the date and time you used the website or app to make the reservation.

Step #3: Call the restaurant after 2:00 PM to assess customer service by phone

- Call the restaurant after 2:00 PM and after you have made your reservation online.
 - Do not call before 2:00 PM, as the restaurant may not be open or fully staffed.
- Count the number of rings before someone answers.
- Ask a question about the location. For example, you could ask:
 - When are your happy hour hours?
 - Do you offer a kid's menu?
 - What parking is available?
 - Do you have valet?
- Record the employee's response, and politely end the call.

Step #4: Know the minimum ordering requirements for your assigned restaurant

- All food items must be ordered from the Dinner menu.
- You and your guest cannot order the same menu item for any course.
 - Variations on the same menu item (e.g., two pizzas with different toppings) are not considered different menu items.
- Ann Arbor Chop House location: Order your dessert and coffee in the dessert room and not at your dining room table. If your server does not mention the dessert room, you must request to have your dessert there.

All Chop House locations	All other locations
<p>Order the following items at a minimum:</p> <ul style="list-style-type: none"> • 1 appetizer or 1-2 soups/salads • 2 entrees • 1-2 side items* • 2 beverages • 1 dessert • 1 coffee to have with dessert <p><i>* Side items must be ordered a la carte. Any sides that come with an entree do not count toward the side-item requirement.</i></p>	<p>Order at least 2 courses and 2 beverages.</p> <ul style="list-style-type: none"> • Your meal must include 2 different entrees as one of the required courses. • For the additional required course, choose at least 1 of the following: soup, salad, appetizer, or dessert.

Step #5: Sit in the dining room for your meal and say you're a first-time guest

- Arrive shortly before the time of your reservation. Do not arrive late.
- Sit in the dining room for your meal. You cannot sit at the bar or in the bar area.
- Note if your table is ready at the time of your reservation or if you need to wait for a table.
- When asked if you've ever dined there before, say you are a first-time guest even if you are not.

Step #6: Make staff observations, ask the location of the restroom, and capture wait times

- Remember employee names from their nametags and their complete physical descriptions.
- Observe if a manager is actively working in the dining area.
 - The management team can be identified by their Mainstreet Ventures management pin.
 - The manager often takes the role of host. If the host is not wearing a nametag and is in business attire, consider them a manager.
- Visit the restroom. Ask your server the location of the restroom (even if you can locate it on your own) to evaluate whether you are verbally directed or walked to within view of the restroom.
- Take a clear, true-colored photo of any courses that did not meet expectations, and upload the images with your report.
- Capture the following wait times using a watch or another device:
 - ✓ Time from arrival to being acknowledged by the host
 - ✓ Time from being seated in the dining room until being acknowledged by a server
 - ✓ Time from when you placed your beverage order until beverages were served
 - ✓ Time from when you ordered each course until it was served
 - ✓ If ordered, time from when you placed your dessert order until dessert was served
 - ✓ Time from when you presented your dining room payment until given the receipt



Management pin identifier

Ann Arbor Chop House location:

- ✓ Time from being seated in the dessert room until being acknowledged by a server
- ✓ Time from when you presented your dessert room payment until given the receipt

 **QUESTIONNAIRE**

Shop date:

Start time:

End time:

Scenario

1. Scenario used for this visit:

Select all that apply.

Special occasion scenario

Dining with significant other

Bottled wine scenario

N/A – Chop House location

Online Reservation/Follow-Up Call

2. Provide the date and time you used Resy to schedule your reservation:

Correct format: MM/DD/YYYY HH:MM AM/PM

3. Was it easy to locate the restaurant on Resy and make the reservation?

Yes

No

4. Reservation comments:

Provide a paragraph of comments describing your experience making a reservation. Comment specifically on any issues you had locating the restaurant on Resy or making the reservation through Resy.

5. Provide the date and time you called the restaurant to ask a question:

Correct format: MM/DD/YYYY HH:MM AM/PM

6. Did the restaurant answer the phone within three rings?

Yes

No

7. If not, how many rings did it take before the phone was answered?

8. What question was asked?

9. Was the person who answered the phone knowledgeable and able to answer the question?

Yes

No

10. If no, please explain:

Arrival and Host/Hostess Service

11. What was the name of the host or hostess who assisted you?

If you were unable to obtain the name of the host or hostess who assisted you, provide their gender, hair color, height and age range.

12. When you arrived at the podium, how long did you wait to be acknowledged?

Under 1 minute

More than 2 minutes

1-2 minutes

13. If you waited more than 2 minutes, please explain:

14. Was the host or hostess hospitable toward you and your guest(s)?

Hospitable examples would include making small talk with you on the way to your table, giving you the right of way to sit, pulling the chair out for you and your guest(s), offering to hang your coat, etc.

Yes

No

15. Arrival and Seating comments:

Provide a paragraph of comments describing your arrival and your interaction with the host or hostess

Dining Room Service

16. What was the name of the server who assisted you in the dining room?

The server name can be found on their nametag or on the itemized receipt. If it is not and you did not obtain a name, provide the server's gender, hair color, height, and age range.

17. Did the server describe the concept/culture of the restaurant, mention the chef, display menu expertise, and share his/her menu knowledge with you by guiding you through the menu or offering suggestions?

Answer Yes if the server described the concept/culture, mentioned the chef, pointed out specific items on the menu, made suggestions, etc.

Yes

No, the server did not provide a menu presentation

No, the server mentioned some items, but not all

18. Please describe the server's menu presentation:

Explain what was said or done during the server's menu presentation. Include any specific suggestions made and how the server described the menu. If no menu presentation was offered, explain what happened before you placed your order.

19. Did the server describe the dessert room and offer to make a reservation there?

Yes

N/A – no dessert room at this location

No

20. Did the server offer bottled water?

Answer Yes if the server offered plain or flavored bottled water.

Yes

No

21. Did the server ask if you would like bread?

Answer N/A if you visited a Palio location in Grand Rapids or Owing Mills, a Gratz location, or a Chop House location.

Yes

N/A

No

22. Did the server ask if you would like wine with your meal?

Answer N/A if you ordered wine prior to ordering your meal.

Yes

N/A

No

23. Did you order a bottle of wine?

Yes

No

24. Prior to opening the bottle, did your server present it to you to check that the year, vintage, and varietal were accurate?

- Yes N/A – did not order a bottle of wine
 No
25. Did the server open the bottle of wine in front of you at the table?
 Yes N/A – did not order a bottle of wine
 No
26. Did the server present you with the cork once the bottle was opened?
 Yes N/A – did not order a bottle of wine
 No
27. Did the server pour you a small amount of wine to taste?
 Yes N/A – did not order a bottle of wine
 No
28. Once you had approved the wine, did the server pour a glass for your guests, serving female guests first and finishing with you?
 Yes N/A – did not order a bottle of wine
 No
29. Wine Service comments:
Provide a paragraph of comments describing your wine service and your interaction with the server throughout the wine service. Enter N/A if you did not order wine.
30. Was each item served correctly as ordered?
 Yes No
31. If no, please explain:
32. Did anyone return to perform a verbal quality check of your food after two bites?
 Yes No
33. Did anyone refill your beverages and waters or offer another beverage as needed throughout your meal?
 Yes No
34. Were all non-alcoholic beverages listed on your dining bill?
 Yes N/A – only water or alcoholic beverages were ordered
 No
35. Did anyone clear and manicure the table as needed throughout the meal?
Answer Yes if dirty plates, crumbs, etc. were removed from the table.
 Yes No
36. Did anyone verify your dessert room reservation?
 Yes N/A – no dessert room at this location
 No
37. Did anyone escort you to the dessert room?
 Yes N/A – no dessert room at this location
 No
38. Dining Room Service comments:

Please provide a paragraph of comments describing your dining room visit and your interaction with the server throughout the meal.

Dessert Experience

39. What was the name of the server who assisted you in the dessert room?

If you were unable to obtain the name of the dessert room associate who assisted you, provide their gender, hair color, height, and age range. Enter N/A if the location does not have a dessert room.

40. Did the dessert room server display menu and cigar expertise and share his or her menu knowledge with you?

- Yes N/A – no dessert room at this location
 No

41. If no, please explain:

42. Were all items served correctly as ordered?

- Yes N/A – no dessert room at this location
 No

43. If no, please explain:

44. Did anyone return to perform a verbal quality check of your dessert after two bites?

- Yes N/A – no dessert room at this location
 No

45. Did anyone refill your beverages or offer another beverage as needed throughout your dessert experience?

- Yes N/A – no dessert room at this location
 No

46. Were all non-alcoholic beverages listed on your dessert room bill?

- Yes N/A - only water or alcoholic beverages were ordered
 No N/A – no dessert room at this location

47. Did anyone clear and manicure the table as needed throughout your visit to the dessert room?

Answer Yes if dirty plates, crumbs, etc. were removed from the table.

- Yes N/A – no dessert room at this location
 No

48. Once you presented your payment, how many minutes did you wait for the dessert room server to deliver your change and receipt?

- Under 2 minutes More than 3 minutes
 2-3 minutes N/A – no dessert room at this location

49. Dessert Experience comments:

Provide a paragraph of comments describing your visit to the dessert room and your interaction with the server there.

Dining Room Associate Engagement

50. Was a manager visible in the dining room for the majority of your visit and visiting tables within your line of sight?

Yes

No

51. Describe what the manager was doing during your visit:

Food & Beverage Overall Impressions

52. List the full menu name of all food items ordered:

Include each soup, salad, appetizer, entrée, and dessert for you and your guest(s).

53. List the full menu name of all beverages ordered:

Include each beverage for you and your guest(s).

54. Was each food item served at the appropriate temperature?

Answer Yes if hot items were served hot and cold items were served cold.

Yes

No

55. Were all ingredients fresh in taste and appearance?

Yes

No

56. Were all beverages appropriate in quality and temperature?

Yes

No

57. Was all service ware clean and in good repair?

Yes

No

58. Please list the food items that you enjoyed the most:

59. Please explain what you liked about each of these items:

60. Please list any food items that did not meet your expectations or that you did not enjoy:

Enter N/A if all items met or exceeded your expectations.

61. Please explain what did not meet your expectations or what you did not enjoy about each of these items:

If you took a photo of the item(s), please upload here. Enter N/A if all items met or exceeded your expectations.

62. Food and Beverage comments:

Provide a paragraph of comments describing your overall impressions of the food and beverage taste and quality.

Visit Timing

63. After you were seated in the dining room, how many minutes did you wait to be acknowledged?

Answer 'Under 1 minute' if your server seated you.

Under 1 minute

More than 2 minutes

1-2 minutes

64. After you ordered, how many minutes did you wait for your beverage(s) to be served?

Under 5 minutes

More than 8 minutes

5-8 minutes

65. Did all beverages come out at the same time?

Yes

No

66. If not, how were they served?

67. After you ordered, how many minutes did you wait for your first course to arrive?

Under 5 minutes

More than 8 minutes

5-8 minutes

68. After you ordered, how many minutes did you wait for your second course to arrive?

Under 5 minutes

More than 8 minutes

5-8 minutes

69. After you presented your payment, how many minutes did you wait for the server to deliver your change/receipt?

Under 2 minutes

More than 3 minutes

2-3 minutes

70. After you were seated in the dessert room, how many minutes did you wait to be acknowledged?

Under 1 minute

More than 2 minutes

1-2 minutes

N/A – no dessert room at this location

71. After you ordered your dessert, how many minutes did you wait for it to be served?

Under 5 minutes

More than 7 minutes

5-7 minutes

N/A – did not order dessert

72. Was each course served in a timely manner without overlap?

• *Answer Yes if the courses did not overlap.*

• *Answer No if an item was served before you were ready/finished with the previous item.*

Yes

No

73. If no, please explain:

74. Did you feel your service lagged at any point in your dining experience?

Answer Yes if the timing of any course did not meet your expectations.

Yes

No

75. If yes, please explain:

Cleanliness and Atmosphere

76. Was the building exterior clean and well maintained?

Yes

No

77. If no, please explain:

78. Was the appearance of the entrance area and foyer clean and well maintained?

Yes

No

79. If no, please explain:

80. Was the staff actively bussing and resetting tables in an efficient and cleanly manner?

Yes

No

81. If no, please explain:

82. Was the restroom clean and well stocked?

- *Answer Yes if soap, toilet paper, and paper towels/hand dryer were present and the walls, floor, and fixtures were clean.*
- *Answer No if soap, toilet paper, paper towels/hand dryer were not present or if the walls, floor, or fixtures were dirty.*
- *Answer N/A if the restroom was unavailable during your visit.*

Yes, clean and well stocked

No, neither clean nor well stocked

No, clean but not well stocked

N/A – restroom not available

No, well stocked but not clean

83. Which restroom did you observe during your visit?

Men's

Family/Unisex

Women's

N/A – restroom not available

84. Were you or did you observe any guests being walked to within view of the restroom?

- *Answer Yes if the employee escorted you (or a guest) most of the way to the restroom so that you were easily able to find it. The employee does not need to walk you all the way to the restroom door for a Yes.*
- *Answer No if you (or a guest) were only given verbal directions and had to locate the restroom on your own.*

Yes

No

85. If no, please explain:

86. Were the temperature, lighting, and music set at appropriate levels?

5 – Extremely appropriate

2

4

1 – Extremely inappropriate

3 – Somewhat appropriate

87. If not appropriate, please explain:

88. Cleanliness and Atmosphere comments:

Provide a paragraph of commentary describing the cleanliness and atmosphere of all areas of the restaurant.

Overall Visit Impressions

89. Please select all positive behaviors you observed:

Select all employee behaviors you saw other customers experience or that you personally experienced when interacting with the employees.

Professional

Greeting was enthusiastic

Pleasant

Made good eye contact

Polite

Made conversation

Prompt

Smiled

Engaged

Thanked

Friendly

Anticipated guests' needs

Attentive

Honored requests gracefully

Helpful

N/A – did not observe any of these

Focused

behaviors

90. If you chose N/A, please explain:

91. How would you describe your visit to a friend?

- Excellent
 Good

- Fair
 Poor

92. Based on this visit, how likely are you to return?

- 10 – Extremely Likely
 9
 8
 7 - Likely
 6
 5

- 4
 3 – Not Likely
 2
 1
 0 – Extremely Unlikely

93. Based on this visit, how likely are you to recommend the restaurant?

- 10 – Extremely Likely
 9
 8
 7 – Likely
 6
 5

- 4
 3 – Not Likely
 2
 1
 0 – Extremely Unlikely

94. Overall Impression comments:

Provide a paragraph of commentary describing your overall impressions of the visit and why you would or would not recommend.

Demographic Information

95. Evaluator Age:

- 21-25
 26-30
 31-35
 36-40
 41-45

- 46-50
 51-55
 56-60
 60+

96. Evaluator Education:

- Attended High School
 High School Graduate
 Attended College

- College Graduate
 Post Graduate

97. Household Income:

Combined resident total

- Less than \$20,000
 \$20,000 - \$29,999
 \$30,000 - \$39,999
 \$40,000 - \$49,999

- \$50,000 - \$59,999
 \$60,000 - \$69,999
 \$70,000 - \$79,999
 \$80,000+

98. Upload the receipt for your meal showing the total amount paid, including tip:

END OF QUESTIONNAIRE