

MARCO'S PIZZA

NY-STYLE PIZZA

INSTRUCTIONS

QUESTIONNAIRE

Place an online order for carryout at an assigned Marco's Pizza location to evaluate the customer service and food quality of their new NY-Style Pizza. Photos are required.

Before You Begin

- Review your shop confirmation
- Know the ordering requirements
- Know the address to order from

Don't Forget!

- Place the required order
- Take all required photos
- Get a receipt showing the total cost



General Requirements

- You must be a fan of pepperoni pizza to accept this assignment.
- Read all instructions and the entire questionnaire before you complete the shop.
- Check your shop confirmation for the item to order and the store/address to order from.
- Get a receipt to upload with your report. Ask for a receipt if you are not offered one.
- 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 have ever worked for Marco's Pizza.



Shop Instructions

Step #1: Place your order using the information found in your shop confirmation

- Place your carryout order online at marcos.com.
 - Make sure you place the order at the store/address listed in your shop confirmation.
 - Place the order for immediate/asap carryout (no future orders).
 - Go inside the store to get the order. Do not use curbside pickup or delivery.
 - Do not use third-party websites or apps like Grubhub or DoorDash.
- Order one (1) NY-Style Pizza with pepperoni.
 - **Orlando-area** locations will prepare a 16" pizza cut into 6 foldable slices. This style will have pizza sauce, mozzarella cheese, and cupped pepperoni that curls up at the edges when baked. It's finished with a garlic crust and grated parmesan cheese.
 - **Houston-area** locations will prepare an 18" pizza cut into 8 foldable slices. This style will have crushed tomato sauce, mozzarella cheese, and deli-style pepperoni that is larger than standard pepperoni. It's finished with a garlic crust and grated parmesan cheese.

- Use coupon code **NYSTYLE** (Houston) or **NEWYORK** (Orlando) when ordering to stay within the reimbursement limit.
- Do not make any modifications to ingredients or toppings. Order the NY-Style Pizza to be made exactly as shown on the menu (i.e., accept the default preparation).
 - You may order more items if you like, but you will not be reimbursed for them.
 - A tip is not required. If you choose to tip, write the tip amount on your uploaded receipt.
- Write down the time you finished placing the order.

Step #2: Pick up your order via carryout & look for promotional signage



- Pick up the order within the timeframe quoted (or within 30 minutes if no timeframe quoted).
 - If the order isn't ready upon arrival, wait until it's ready.
- Confirm the NY-Style Pizza countertop sign is visible in the location.
- Note the clock time the order is received at carryout.



Countertop sign (left-Houston, right-Orlando)

Step #3: Inspect packaging & take required photos to upload

- Inspect the NY-Style Pizza box for damage or excess grease/leakage.
- Take all required photos as indicated below.
 - Take 2-3 photos of each to get at least 1 clear, good-quality photo to upload. Photos with quality issues (blurry, dark/shadowed, not taken correctly, etc.) won't be accepted.
 - Capture any issues with packaging, such as dents/damage or grease, in your photos.
 - Take the photos as soon as you get back to your car to capture the order exactly as received. Be out of sight of all store employees before taking photos.

Photo #1 – Open pizza box (overhead view)	Photo #2 – Side of a slice showing crust thickness
<p>Open the box, and take an overhead-view photo that shows the entire pizza in its box and any grease, leakage, or damage to the box.</p> 	<p>Lift one slice from the pizza. Tip the slice onto its side, and photograph the side edge of it to show the thickness of the crust.</p> 

Step #4: Taste the NY-Style Pizza to evaluate product quality

- **Temperature:** Is the pizza served warm?
- **Ingredients:** Is the crust strong enough to support large slices, and does the pizza have an appropriate amount of toppings?
- **Taste:** Does the pizza have a satisfying flavor?
- **Size:** Is the portion size sufficient overall?
- **Value:** Is the pizza a good value for the price charged?



QUESTIONNAIRE

Shop date:

Start time:

Time you finished placing the order via website

End time:

Time you received the order via carryout

Placing the Order

1. When you placed the order online, was NY-Style Pizza visible on the website?

Yes

No

2. Which NY-Style Pizza did you order?

16 Inch – Orlando

18 Inch – Houston

3. What time did you finish placing the order?

Example format: 5:26 PM

4. What time did you receive your order via carryout?

Example format: 6:13 PM

5. When you picked up the carryout order, was an 8.5x11 sign for NY-Style Pizza visible on the countertop?

See photo of countertop sign in your shop instructions.

Yes

N/A – delivery order

No

6. Was your order ready for carryout within the quoted timeframe?

At the timeframe quoted

After the timeframe quoted

Before the timeframe quoted

N/A – I did not receive an NY-Style Pizza

Food Quality

7. Was the NY-Style Pizza box in good condition upon receiving the order?

Answer Yes if the NY-Style Pizza box was free from excessive grease, leakage, and damage.

Yes

N/A – I did not receive an NY-Style Pizza

No

8. If Houston, did the NY-Style Pizza box have a sticker on it?

Yes

N/A – Orlando

No

N/A – I did not receive an NY-Style Pizza

9. Was the NY-Style Pizza warm when picked up?

Yes

N/A – I did not receive an NY-Style Pizza

No

10. Rate the level of grease visible on the NY-Style Pizza:

Answer based on a visual review of the NY-Style Pizza once you opened the box to take the first photo. Upload the photo you took of the opened NY-Style Pizza box to show the condition and overall look of the pizza.

- Just right
- Too dry
- Too greasy
- N/A – I did not receive an NY-Style Pizza

11. Was a liner present underneath the NY-Style Pizza to capture excess grease?

- Yes
- No
- N/A – I did not receive an NY-Style Pizza

12. How would you rate the portion size of each slice of the NY-Style Pizza?

- Just right
- Larger than expected
- Smaller than expected
- N/A – I did not receive an NY-Style Pizza

13. How would you rate the thickness of the NY-Style Pizza crust?

Upload the photo you took of a single slice from the side to show the thickness of the crust.

- Just right
- Too thick
- Too thin
- N/A – I did not receive an NY-Style Pizza

14. How would you rate the foldability of each slice of the NY-Style Pizza?

- Easy to fold
- Hard to fold
- N/A – I did not receive an NY-Style Pizza

15. Rate your satisfaction with the type of pepperoni on the NY-Style Pizza:

- Highly satisfied
- Satisfied
- Neutral
- Dissatisfied
- Highly dissatisfied
- N/A – I did not receive an NY-Style Pizza

16. Rate your satisfaction with the tomato sauce on the NY-Style Pizza:

Consider the taste, type, amount, etc.

- Highly satisfied
- Satisfied
- Neutral
- Dissatisfied
- Highly dissatisfied
- N/A – I did not receive an NY-Style Pizza

17. Rate your satisfaction with the overall taste of the NY-Style Pizza:

- Highly satisfied
- Satisfied
- Neutral
- Dissatisfied
- Highly dissatisfied
- N/A – I did not receive an NY-Style Pizza

18. If dissatisfied with the sauce or overall flavor, explain why:

Enter N/A if you were satisfied with both sauce and overall flavor.

19. What appealed to you about the NY-Style Pizza?

Select all that apply.

- Overall size of the pizza
- Taste of the crushed tomato sauce (Houston only)
- Deli-style pepperoni (Houston only)
- Old world pepperoni (Orlando only)
- Overall value of the pizza
- Large foldable slices
- Other (explain in comments)
- N/A – I did not receive an NY-Style Pizza

20. Rate your satisfaction with the value of the NY-Style Pizza:

- Highly satisfied
- Satisfied
- Neutral
- Dissatisfied
- Highly dissatisfied
- N/A – I did not receive an NY-Style Pizza

Overall Experience

21. How often do you order carryout or delivery from chain pizza restaurants?

Domino's, Pizza Hut, Papa John's, Hungry Howie's, Marco's, Little Caesars, Jet's, etc.

- | | |
|---|--|
| <input type="checkbox"/> At least once a week | <input type="checkbox"/> About 1-2 times a year |
| <input type="checkbox"/> At least once a month | <input type="checkbox"/> Less than once per year |
| <input type="checkbox"/> About every 2-3 months | |

22. Have you ordered from Marco's Pizza before?

- | | |
|---|--|
| <input type="checkbox"/> Yes – I order from Marco's at least once a week | <input type="checkbox"/> Yes – I order from Marco's about every 2-3 months |
| <input type="checkbox"/> Yes – I order from Marco's at least once a month | <input type="checkbox"/> Yes – I order from Marco's about 1-2 times a year |
| | <input type="checkbox"/> No |

23. How often do you order NY-Style Pizzas from pizza restaurants?

- | | |
|---|---|
| <input type="checkbox"/> At least once a week | <input type="checkbox"/> About 1-2 times a year |
| <input type="checkbox"/> At least once a month | <input type="checkbox"/> Less than once per year |
| <input type="checkbox"/> About every 2-3 months | <input type="checkbox"/> Haven't ordered NY-Style Pizzas before |

24. If you have ordered NY-Style Pizzas before, which of the following did you order from?

Select all that apply.

- | | |
|--|--|
| <input type="checkbox"/> Marco's Pizza | <input type="checkbox"/> Local or independent pizzeria |
| <input type="checkbox"/> Domino's | <input type="checkbox"/> Other (explain in comments) |
| <input type="checkbox"/> Pizza Hut | <input type="checkbox"/> N/A |
| <input type="checkbox"/> Papa John's | |

25. Based on this experience, how likely are you to re-order an NY-Style Pizza from Marco's?

- | | |
|--|--|
| <input type="checkbox"/> Highly likely | <input type="checkbox"/> Somewhat unlikely |
| <input type="checkbox"/> Somewhat likely | <input type="checkbox"/> Highly unlikely |
| <input type="checkbox"/> Neither likely nor unlikely | <input type="checkbox"/> N/A – I did not receive an NY-Style Pizza |

26. How likely are you to recommend NY-Style Pizzas from Marco's to others based on this experience?

10 = Extremely likely to recommend; 0 = Extremely unlikely to recommend

- | | |
|-----------------------------|--|
| <input type="checkbox"/> 10 | <input type="checkbox"/> 4 |
| <input type="checkbox"/> 9 | <input type="checkbox"/> 3 |
| <input type="checkbox"/> 8 | <input type="checkbox"/> 2 |
| <input type="checkbox"/> 7 | <input type="checkbox"/> 1 |
| <input type="checkbox"/> 6 | <input type="checkbox"/> 0 |
| <input type="checkbox"/> 5 | <input type="checkbox"/> N/A – I did not receive an NY-Style Pizza |

27. When would you most likely order an NY-Style Pizza from Marco's again?

Select all that apply.

- | | |
|---|---|
| <input type="checkbox"/> At lunch | <input type="checkbox"/> As part of a meal to feed a larger group |
| <input type="checkbox"/> At dinner | <input type="checkbox"/> Instead of a regular pizza |
| <input type="checkbox"/> As part of my regular pizza order | <input type="checkbox"/> Instead of another item (breadsticks, calzone, etc.) |
| <input type="checkbox"/> I'd place a specific order just for this pizza | <input type="checkbox"/> I would not order it again |
| <input type="checkbox"/> As a meal just for me | <input type="checkbox"/> N/A – I did not receive an NY-Style Pizza |
| <input type="checkbox"/> As a meal to share with others | |

28. Overall experience comments:

Provide detailed comments describing your impression of the uniqueness and flavor profile of the NY-Style Pizza you ordered. Also include an explanation for your chosen ratings and whether you are more or less likely to order NY-Style Pizzas from Marco's again based on this experience.

29. Upload a receipt showing the total cost of your order, including taxes, fees, and tip paid:

END OF QUESTIONNAIRE