

COMCAST UNIVERSAL SPHERE

WEB REGISTRATION – EMAIL

INSTRUCTIONS • QUESTIONNAIRE

The Comcast Universal Sphere is a cinematic experience featuring a short film (10-15 minutes) presented in a dome theater. You will make an online reservation for the Sphere using your email address, then visit the location at your reservation time to view the film and evaluate your experience. Tickets are free. You will evaluate the reservation process, staff interaction, theater experience, follow-up received after the event, and overall impression.

Before You Begin

- Review your shop confirmation
- Know your scenario
- Know your assigned reservation mode
- Review photo & screenshot requirements
- Review receipt requirements

Don't Forget!

- Make Sphere reservation online in advance
- Provide valid email to get ticket & follow-up
- Ask a question about the event
- Note exact time ticket was scanned & exact time you receive follow-up



General Requirements

- **Submission Deadline: 12:00 PM EST the day following your scheduled shop date.** The deadline is noted in eastern standard time. If your completed survey is not submitted to shopperhub.cxgroup.com by the deadline, it will be automatically cancelled.
- Read all instructions and the entire questionnaire before you complete the shop.
- Answer all questions and provide detailed supporting narrative to explain your responses.
- Upload a screenshot of your reservation confirmation as your receipt.
- Take a selfie photo for shop validation (this is part of your “receipt”).
- You will be reimbursed up to \$25 for parking, bus/train, or rideshare expenses. There is free street parking available near the location as well as a lower-cost parking ramp available nearby. You must upload a valid receipt or screenshot to be eligible for reimbursement.
- Do not reveal your identity as a mystery shopper to anyone at any time.
- Do not say or do anything to limit the opportunity for the associate(s) to perform the behaviors the survey is designed to evaluate.
- If a Quality Assurance Editor contacts you for additional information or clarification about your experience, respond promptly.
- Retain all documentation for six months following your shop.
- You or your immediate family members cannot currently nor have ever worked for Comcast.
- Children are not allowed to accompany you on this shop. You may bring an adult guest, but it is not required.
- Failure to follow the shop specifications outlined in this document may result in cancellation and non-payment.



Shop Instructions

Step #1: Make your online reservation using your email address.

- Complete this step as soon as possible to ensure you get a reservation for your assigned shop date during the assigned timeframe.
- Visit the website for The Universal Sphere: comcastcentercampus.com/universal-sphere.
- Click on "Reserve a Time." Record the time you click this button as the time you started your web registration.
- You may need to "Allow" location services, or the website will not let you make a reservation.
- Click "New Reservation."
- Select your party size. You may go alone or bring an adult guest. No children are allowed to accompany you on this shop.
- Select your shop date and choose a showtime.
- Enter your EMAIL ADDRESS.
 - **You must enter a valid EMAIL ADDRESS.** This is how you will receive your ticket/confirmation, and you will also be evaluating follow-up received.
 - Do NOT enter a phone number, or your shop will be invalid.
- Click "I Agree" and continue to follow any registration prompts.
- Take a screenshot of the confirmation web page.
- Check your email for the email confirmation and record the time it was received.
- Take a screenshot of the email confirmation.

Step #2: Arrive at the Comcast Universal Sphere.

- Arrive at least 10 minutes prior to your reservation time.
- You must bring your email confirmation with you. This is your "ticket." You can access it directly in your email on a mobile device, show the image of the screenshot, or bring a printout.
- The Sphere is located in the Comcast Technology Center upper lobby. Determine where to go to check in, and if there is a Universal Sphere Experience Guide present to welcome you and assist you. Note the number of Experience Guides present in the area surrounding the Sphere.
- Note the exact time your ticket is scanned.
 - It is EXTREMELY IMPORTANT that you record the exact time. Do not guess! Discreetly look at your watch or phone and note the exact time.
- If the Guide who assists you is wearing a name tag, make every effort to discreetly read it. If the Guide is not wearing a name tag and does not introduce themselves, or the name tag is too small or difficult to read, you do not need to ask for their name. Provide all details in your narrative if you are unable to get the Guide's name. You must also provide a full description.

Step #3: Evaluate the Sphere experience.

- Evaluate the Experience Guide who assists you after you enter the queue for the show. This person will lead you through your Sphere experience, and may or may not be the same person who helped with your reservation.

- Note the Guide's greeting and appearance, if they have a positive attitude and smile and make eye contact, if they ask questions to build rapport, do they make you feel comfortable, etc.
- Ask the Guide an open-ended question about the event and evaluate their response. For example:
 - Where can I take my own photos?
 - What are the child requirements if I want to bring my daughter, nephew, etc.?
 - How much movement can I expect in the Sphere?
- If the Guide who leads your Sphere experience is wearing a name tag, make every effort to discreetly read it. If the Guide is not wearing a name tag and does not introduce themselves, or the name tag is too small or difficult to read, you do not need to ask for their name. Provide all details in your narrative if you are unable to get the Guide's name. You must also provide a full description.
- Once you enter the Sphere, note if the Guide makes a safety announcement.
- Evaluate your experience in the Sphere including volume, content, started on time, and length of film felt appropriate.
- Note if you are thanked for coming at the end of the experience.

Step #4: Evaluate follow-up and overall impressions.

- Check to see if you receive an email shortly after your experience in the Sphere. Record the exact time the email is received.
- The client's standard for receiving the follow-up email is within 20 minutes from the time your ticket was scanned. This is why it is very important to capture both the exact time your ticket was scanned AND the exact time the follow-up was received.
- Evaluate the email, including if you received the correct experience photo, how it made you feel, did you receive a working link to complete a survey, etc.
- Evaluate your overall impression of the Sphere, including likelihood to return or recommend, what was most memorable, and any opportunities for improvement.
- As soon as you receive the follow-up email, you should complete and submit your survey. If you do not receive follow-up within 12 hours, note the details in your survey form and submit.



Photo, Screenshot, & Receipt Requirements

CONFIRMATION WEB PAGE:

- Take a screenshot of the online confirmation page that appears immediately after you submit your reservation details. This is the web page confirming you submitted your reservation.
- Take at least one (1) screenshot of the confirmation web page. Take multiple screenshots if all relevant information does not fit in one image.
- Your screenshot(s) must show: your confirmation number, date and time of reservation, color group, and digital reservation scan code if applicable.
- Take screenshots—do not take photos of your device screen.

CONFIRMATION EMAIL:

- Take a screenshot of the email confirmation you receive after making your reservation. This is your "ticket" which is free, and also your "receipt" for the shop.
- Take at least one (1) screenshot of your email confirmation. Take multiple screenshots if all relevant information does not fit in one image.
- Your screenshot(s) must show: your confirmation number, date and time of reservation, color group, and digital reservation scan code if applicable.

LOCATION EXTERIOR SELFIE:

- Discreetly take one (1) selfie-style photo in front of the Sphere.
- This photo MUST show YOU in the picture (selfie-style).
- The Sphere, location/building, or other identifying Comcast structure/signage must be visible in the background.
- This is part of your "receipt" for the shop.

TRAVEL RECEIPT—IF APPLICABLE:

To be eligible for parking/travel reimbursement:

- You must WRITE the 7-digit shop number on your receipt, in blue or black ink, and upload a PHOTO of that receipt.
- A scanned image/PDF will NOT be accepted.
- If requesting rideshare reimbursement and your receipt is digital, upload a screenshot showing the date, time, and location details.
- Receipts that are not in alignment with these requirements will not be eligible for reimbursement.

Shops that do not include the required photos/documentation as outlined above will be rejected without payment.



QUESTIONNAIRE

Shop date:

Start time:

End time:

Online Registration

1. Date and time you started your online registration:

Format response as MM/DD/YYYY HH:MM AM/PM

2. Indicate how you completed your online registration:

Desktop/Laptop Computer

Mobile Phone

Tablet (iPad, Amazon Fire Tablet, etc.)

3. Indicate the contact information you provided during your online registration:

Mobile Number

Email Address

4. Ease of registration

Registration process was easy to navigate and complete (10 points)

Registration process was somewhat easy to navigate and complete (5 points)

Registration process was difficult to navigate and complete (0 points)

5. Did you run into any glitches and/or error messages while registering?

Yes (0 points)

No (10 points)

6. If you indicated the process was difficult, explain:

Explain any glitches or error messages you received.

7. Date and time you submitted your online registration:

Format response as MM/DD/YYYY HH:MM AM/PM

8. Do you have a screenshot of your confirmation page?

Select Yes and upload a screenshot of the page you were routed to when you completed your registration. This should be your confirmation page. If you were not routed to a confirmation page, upload a screenshot of the page you were routed to, and explain in the narrative.

Yes

No

9. Did you receive email/text confirmation after submitting your online registration?

Refers to the email or text confirmation that you should have received. If email, be sure to check junk/spam folders. If text, look for messages from unfamiliar numbers.

Yes (10 points)

No (0 points)

10. Date and time your confirmation was received:*Format response as MM/DD/YYYY HH:MM AM/PM***11. What type of confirmation did you receive?**

- Email
 Text/SMS
 Other
 N/A

12. If other, explain:**13. Online Registration Supporting Narrative:**

Explain the responses you selected for the Online Registration questions. Be sure to explain ALL responses of less than full point value. You must enter between 75 and 1000 characters.

Check-In / Arrival**14. Indicate the name of the Check-In Associate:****15. Indicate the approximate age of the Check-In Associate:**

- | | |
|-------------------------------------|--------------------------------------|
| <input type="checkbox"/> 20 or less | <input type="checkbox"/> 41 - 45 |
| <input type="checkbox"/> 21 - 25 | <input type="checkbox"/> 46 - 50 |
| <input type="checkbox"/> 26 - 30 | <input type="checkbox"/> 51 - 55 |
| <input type="checkbox"/> 31 - 35 | <input type="checkbox"/> 56 or older |
| <input type="checkbox"/> 36 - 40 | |

16. Indicate the gender of the Check-In Associate:

- Male
 Female
 Prefer not to answer

17. Was the Check-In Associate wearing glasses?

- Yes
 No

18. Indicate the hair color of the Check-In Associate:

- | | |
|--|--------------------------------------|
| <input type="checkbox"/> Auburn/Red | <input type="checkbox"/> Brown |
| <input type="checkbox"/> Green/Blue/Purple | <input type="checkbox"/> Dark Brown |
| <input type="checkbox"/> Black | <input type="checkbox"/> Gray/White |
| <input type="checkbox"/> Blonde | <input type="checkbox"/> Shaved/Bald |
| <input type="checkbox"/> Light Brown | |

19. Indicate the hair length of the Check-In Associate:

- | | |
|--|---|
| <input type="checkbox"/> Short | <input type="checkbox"/> Long |
| <input type="checkbox"/> Ear Length | <input type="checkbox"/> Pulled Back/Up |
| <input type="checkbox"/> Shoulder/Collar | <input type="checkbox"/> Shaved/Bald |
| <input type="checkbox"/> Mid-Back | |

20. Indicate the approximate height of the Check-In Associate:

- | | |
|--------------------------------------|--------------------------------------|
| <input type="checkbox"/> 5' or less | <input type="checkbox"/> 5'10" |
| <input type="checkbox"/> 5'1" | <input type="checkbox"/> 5'11" |
| <input type="checkbox"/> 5'2" - 5'3" | <input type="checkbox"/> 6' - 6'1" |
| <input type="checkbox"/> 5'4" - 5'5" | <input type="checkbox"/> 6'2" - 6'3" |
| <input type="checkbox"/> 5'6" - 5'7" | <input type="checkbox"/> 6'4" plus |
| <input type="checkbox"/> 5'8" - 5'9" | |

21. Indicate the apparent race of the Check-In Associate:

- | | |
|---|---|
| <input type="checkbox"/> African-American | <input type="checkbox"/> Middle Eastern or Arab |
| <input type="checkbox"/> Caucasian | <input type="checkbox"/> Native-American |
| <input type="checkbox"/> East Asian | <input type="checkbox"/> Other |
| <input type="checkbox"/> South Asian | <input type="checkbox"/> Prefer not to answer |
| <input type="checkbox"/> Hispanic | |

22. Date and time of your scheduled visit at The Universal Sphere:

Format response as MM/DD/YYYY HH:MM AM/PM

23. Prior to your reservation, how early did you arrive at The Universal Sphere?

Format response as mm:ss (e.g., 05:30 for 5 minutes 30 seconds)

24. Upon arrival, did you have any difficulty locating The Universal Sphere or where to check in?

- Yes
 No

25. If yes, explain:**26. Was there a Universal Sphere Experience Guide present upon arrival to welcome you?**

- Yes (10 points)
 No (0 points)

27. Check-In Experience Guide is wearing a name tag

- Yes (10 points)
 No (0 points)

28. Check-In Experience Guide appearance

- Attire is neat, clean, pressed, and well groomed (10 points)
 Appears unprofessional or poorly groomed, appearance is in need of minor attention (5 points)
 Appears unprofessional and poorly groomed (0 points)

29. Greeting

- You are greeted by a check-in associate in a friendly, professional manner (10 points)
 You are NOT greeted by a check-in associate in a friendly, professional manner OR at all (0 points)

30. Did the greeter advise you on what to do next (either scan ticket or wait)?

Select Yes if the check-in associate actually directed you what to do.

- Yes (10 points)
 No (0 points)

31. Were you able to scan your ticket or told to wait?

Select the option for what you were able to do, regardless of if any associate directed you.

- Able to scan ticket
 Told to wait

32. If you were told to wait, did the Experience Guide tell you when to return and direct you where to wait or offer something to do while you wait?

- Yes (10 points)
 No (0 points)
 N/A - not told to wait

33. Was your ticket scanned?

- Yes
 No

34. Date and time your ticket was scanned:

Enter the EXACT time your ticket was scanned (look at your watch or phone - do not guess). Format response as MM/DD/YYYY HH:MM AM/PM

35. Smiles and makes eye contact

- Uses every opportunity to smile and make eye contact as appropriate (10 points)
 Smiles and makes eye contact but there is opportunity for more (5 points)
 Does NOT smile and/or avoids eye contact (0 points)

36. Speaks clearly

- Speaks clearly and professionally and is easy to understand (10 points)
 Sounds rushed, is difficult to understand, or unprofessional (0 points)

37. Indicate the number of guests in the area during your experience

- Low (0 - 15 Guests)
 Moderate (16-30 Guests)
 Busy (Over 30 Guests)

38. Check-In / Arrival Supporting Narrative:

Explain the responses you selected for the Check-In / Arrival questions. Be sure to explain ALL responses of less than full point value. You must enter between 100 and 1000 characters.

Experience Guide / Presentation**39. Indicate the name of the Experience Guide:****40. Indicate the approximate age of the Experience Guide:**

- | | |
|-------------------------------------|--------------------------------------|
| <input type="checkbox"/> 20 or less | <input type="checkbox"/> 41 - 45 |
| <input type="checkbox"/> 21 - 25 | <input type="checkbox"/> 46 - 50 |
| <input type="checkbox"/> 26 - 30 | <input type="checkbox"/> 51 - 55 |
| <input type="checkbox"/> 31 - 35 | <input type="checkbox"/> 56 or older |
| <input type="checkbox"/> 36 - 40 | |

41. Indicate the gender of the Experience Guide:

- Male
 Female
 Prefer not to answer

42. Was the Experience Guide wearing glasses?

- Yes
 No

43. Indicate the hair color of the Experience Guide:

- | | |
|--|--------------------------------------|
| <input type="checkbox"/> Auburn/Red | <input type="checkbox"/> Brown |
| <input type="checkbox"/> Green/Blue/Purple | <input type="checkbox"/> Dark Brown |
| <input type="checkbox"/> Black | <input type="checkbox"/> Gray/White |
| <input type="checkbox"/> Blonde | <input type="checkbox"/> Shaved/Bald |
| <input type="checkbox"/> Light Brown | |

44. Indicate the hair length of the Experience Guide:

- | | |
|--|---|
| <input type="checkbox"/> Short | <input type="checkbox"/> Long |
| <input type="checkbox"/> Ear Length | <input type="checkbox"/> Pulled Back/Up |
| <input type="checkbox"/> Shoulder/Collar | <input type="checkbox"/> Shaved/Bald |
| <input type="checkbox"/> Mid-Back | |

45. Indicate the approximate height of the Experience Guide:

- | | |
|--------------------------------------|--------------------------------------|
| <input type="checkbox"/> 5' or less | <input type="checkbox"/> 5'10" |
| <input type="checkbox"/> 5'1" | <input type="checkbox"/> 5'11" |
| <input type="checkbox"/> 5'2" - 5'3" | <input type="checkbox"/> 6' - 6'1" |
| <input type="checkbox"/> 5'4" - 5'5" | <input type="checkbox"/> 6'2" - 6'3" |
| <input type="checkbox"/> 5'6" - 5'7" | <input type="checkbox"/> 6'4" plus |
| <input type="checkbox"/> 5'8" - 5'9" | |

46. Indicate the apparent race of the Experience Guide:

- | | |
|---|---|
| <input type="checkbox"/> African-American | <input type="checkbox"/> Middle Eastern or Arab |
| <input type="checkbox"/> Caucasian | <input type="checkbox"/> Native-American |
| <input type="checkbox"/> East Asian | <input type="checkbox"/> Other |
| <input type="checkbox"/> South Asian | <input type="checkbox"/> Prefer not to answer |
| <input type="checkbox"/> Hispanic | |

47. Experience Guide is wearing a name tag

- Yes (10 points)
 No (0 points)

48. Experience Guide appearance

- Attire is neat, clean, pressed, and well groomed (10 points)
 Appears unprofessional or poorly groomed, appearance is in need of minor attention (5 points)
 Appears unprofessional and poorly groomed (0 points)

49. Experience Guide greeting

- Upon entering the queue, you are greeted by an experience guide in a friendly, professional manner AND offered assistance (10 points)
 Upon entering the queue, you are NOT greeted by an experience guide in a friendly, professional manner OR at all (0 points)

50. Speaks clearly

- Speaks clearly and professionally at appropriate volume and is easy to understand (10 points)
 Sounds rushed, is difficult to understand (speaks too loudly or softly), or unprofessional (0 points)

51. Smiles and makes eye contact

- Uses every opportunity to smile and make eye contact as appropriate (10 points)
- Smiles and makes eye contact but there is opportunity for more (5 points)
- Does NOT smile and/or avoids eye contact (0 points)

52. Makes you feel comfortable

- Interacts with you in a manner that makes you feel completely comfortable and at ease (10 points)
- Interacts with you in a manner that makes you feel somewhat at ease (5 points)
- Interacts with you in a manner that makes you feel uncomfortable (0 points)

53. Projects a positive attitude

- Enthusiastic, energetic, engaging, uses tone (volume and inflection) to convey positive energy (10 points)
- Pleasant, courteous, and professional (uses a positive, steady tone) (5 points)
- Appears to be going through the motions or seems disinterested (0 points)

54. Professional in conduct

- Yes (10 points)
- No (0 points)

55. Experience Guide builds rapport

- Builds rapport effectively by asking questions / initiating conversation to get to know you before discussing visit (e.g., How many in your party?, How did you hear about us?, etc.) (10 points)
- Attempts to build rapport by asking questions / initiating conversation to get to know you, but there is opportunity for improvement (5 points)
- Does NOT initiate conversation or ask questions to attempt to get to know you before discussing visit (0 points)

56. Answers questions/demonstrates knowledge

- Thoroughly answers questions AND uses language that instills confidence in his/her knowledge of the attraction (10 points)
- Thoroughly answers your questions BUT DOES NOT use language that instills confidence in his/her knowledge of the attraction (5 points)
- Is unable to answer your questions AND DOES NOT use language that instills confidence in his/her knowledge of the attraction (0 points)

57. Indicate the question you asked:**58. Indicate Experience Guide's response:****59. Experience Guide / Presentation Supporting Narrative:**

Explain the responses you selected for the Experience Guide / Presentation questions. Be sure to explain ALL responses of less than full point value. You must enter between 100 and 1000 characters.

The Universal Sphere Experience**60. Did the Experience Guide deliver a safety announcement (once you had entered the Sphere)?**

- Yes (10 points)
- No (0 points)

61. Was the volume of the experience appropriate for the setting?

- Yes (10 points)
- No (0 points)

62. Content

- Content was engaging and overall enjoyable (10 points)
 Content was NOT engaging or enjoyable (0 points)

63. Did your Universal Sphere experience start on time or did you experience delays?

- Started on time (10 points)
 Experienced delays/operational issues (0 points)

64. If you experienced delay/operational issues, explain:**65. Length of film**

- Length of film felt appropriate for the content provided (not too long or too short)
 Length of film felt too long/too short

66. If you indicated the film was too long/too short, did you expect the film to be longer or shorter in run time?

- Longer
 Shorter
 N/A

67. Did your Experience Guide thank you for coming at the conclusion of your experience?

- Yes (10 points)
 No (0 points)

68. The Universal Sphere Experience Supporting Narrative:

Explain the responses you selected for the Universal Sphere Experience questions. Be sure to explain ALL responses of less than full point value. You must enter between 50 and 1000 characters.

Post-Attraction Communication**69. Did you receive an email/text after The Universal Sphere experience?**

- Yes (10 points)
 No (0 points)

70. Indicate the date and time you received your email/text:

Enter the EXACT time you received the email/text (it should be time-stamped - do not guess). Format response as MM/DD/YYYY HH:MM AM/PM

71. Time between when your ticket was scanned and when your post-attraction email/text was received:**72. How was your follow-up received?**

- Email
 Text/SMS
 N/A

73. Did you receive the correct experience photo?

- Yes (10 points)
 No (0 points)
 N/A

74. How did the experience photo make you feel about the overall Universal Sphere experience?

- More Positive
- No Impact
- Less Positive
- N/A

75. Email/text contains working link to complete survey

- Yes (10 points)
- No (0 points)
- N/A

76. Post-Attraction Communication Supporting Narrative:

Explain the responses you selected for the Post-Attraction Communication questions. Be sure to explain ALL responses of less than full point value. If you did not receive a post-attraction email/text, explain what method you used to register (phone or email), explain if your ticket was scanned, and confirm that you checked for email/text for up to 12 hours after the visit. You must enter between 75 and 1000 characters.

Overall Impression**77. How would you describe your overall experience today?**

- Truly Exceptional
- Very Good
- Average
- Somewhat Disappointing
- Unacceptable

78. Based on your experience, how likely would you be to refer a friend or family member to The Universal Sphere?

- | | |
|----------------------------|-----------------------------|
| <input type="checkbox"/> 0 | <input type="checkbox"/> 6 |
| <input type="checkbox"/> 1 | <input type="checkbox"/> 7 |
| <input type="checkbox"/> 2 | <input type="checkbox"/> 8 |
| <input type="checkbox"/> 3 | <input type="checkbox"/> 9 |
| <input type="checkbox"/> 4 | <input type="checkbox"/> 10 |
| <input type="checkbox"/> 5 | |

79. Based on your experience, how likely would you be to return to The Universal Sphere?

- | | |
|----------------------------|-----------------------------|
| <input type="checkbox"/> 0 | <input type="checkbox"/> 6 |
| <input type="checkbox"/> 1 | <input type="checkbox"/> 7 |
| <input type="checkbox"/> 2 | <input type="checkbox"/> 8 |
| <input type="checkbox"/> 3 | <input type="checkbox"/> 9 |
| <input type="checkbox"/> 4 | <input type="checkbox"/> 10 |
| <input type="checkbox"/> 5 | |

80. Did this experience make you think more positively about the Comcast brand?

- Yes
- Somewhat
- No

81. Did this experience make you think of Comcast as an innovative company?

- Yes
- Somewhat
- No

82. Indicate what was most memorable about your experience:

83. What opportunities for improvement did you observe?

84. Did any specific team member enhance the experience?

Yes

No

85. If yes, explain how:

Include the team member's name if you know it. If not, provide their physical description.

86. Overall Impression Supporting Narrative:

Explain the responses you selected for the Overall Impression questions. Be sure to explain ALL responses of less than full point value. Do not score down for factors outside the staff's control. You must enter between 75 and 1000 characters.

Shop Validation

87. Do you have a screenshot of your reservation confirmation?

Select Yes then upload your reservation confirmation screenshot. This is the email or text message confirmation that you received after making your reservation (i.e., your "ticket").

Yes

No

88. If you do not have a screenshot of your reservation confirmation, explain why:

Enter N/A if you uploaded your reservation confirmation.

89. Did you take a location exterior selfie photo?

Select Yes then upload your location exterior selfie photo.

Yes

No

90. If you do not have a location exterior selfie photo, explain why:

Enter N/A if you uploaded your selfie.

91. Do you have a travel receipt?

If you have a travel receipt for parking, bus/train, or rideshare expenses, select Yes and upload your receipt. If not, select No.

Yes

No

END OF QUESTIONNAIRE