

MY BURGER

DINE-IN MYSTERY SHOP

INSTRUCTIONS

QUESTIONNAIRE

You and one adult guest will visit the assigned My Burger location, order at the counter, and sit at a table to enjoy your meal. You will evaluate the location appearance, ordering experience, staff service, and food quality.

Before You Begin

- Review your shop confirmation
- Know your scenario
- Know your assigned location and timeframe
- Review ordering requirements
- Review photo and receipt requirements

Don't Forget!

- Sit at a table in the dining area
- Complete shop in assigned timeframe
- Follow all ordering requirements
- Ask the counter staff a knowledge question
- Take photos prior to consumption



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.
- Get an itemized receipt to upload with your report. Ask for the itemized receipt if you are not offered one, or if you pay with a card and the cashier doesn't return the itemized receipt with the sign slip.
- Take a selfie photo for shop validation (this is part of your "receipt").
- 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 My Burger.
- Children are not allowed to accompany you on this shop.
- Failure to follow the specifications for this project as outlined in this document may result in shop cancellation and non-payment.



Shop Instructions

Step #1: Evaluate the location appearance and staff interactions when ordering at the counter.

- Evaluate cleanliness and maintenance of the restaurant exterior, entryway, dining area floors and tables, music volume, temperature, lighting, and restroom.
- Note how long you wait in line.
- Evaluate the counter staff associate for greeting, knowledge, and helpfulness.
- Note if you are asked if it was your first time in, or if you have ever been to a My Burger before.
- Note if you are asked if you are a loyalty/rewards member.
- Ask an open-ended knowledge question about the menu items, seasonings, preparation, etc., and evaluate the counter staff associate's response. For example:
 - What burger is the most popular?
 - What comes on the [menu item]?
 - What is [unfamiliar ingredient]?
- If the counter staff associate who primarily assists you is wearing a name tag, remember their name. If not and they do not introduce themselves, remember their physical description.
- If the cashier does not proactively provide an itemized receipt, ask for one.
- Note the cashier's parting remarks.
- Note if the person who presents your food checks to be sure you have everything you need.

Step #2: Receive your food. Evaluate table check-ins and overall experience.

- Note how long it takes to receive your food after ordering, and if you feel it was a fair amount of time.
- Note if you are offered condiments when receiving your food.
- Evaluate if any team member checks on you throughout your meal and if your table is pre-bussed.
- Evaluate order correctness, freshness and taste, temperature, portion size, and value of items ordered.
- Note if you see a manager on the floor.
 - Managers wear a black shirt. If yes, explain where they were and what they were doing.
- Remember to take photos of your food and beverages prior to consumption.
- Evaluate your overall impressions, including your likelihood to return or recommend and anything that stood out as positive or negative. Do not mark down for factors outside the staff's control.



Ordering Requirements

Evaluate order correctness, freshness and taste, temperature, portion size, and value of items ordered.

- **2 Beverages:** Order two beverages other than water.
- **2 Different Adult Entrées:** Order two different entrées. Entrées ordered must be significantly different. For example, ordering a Mushroom Swiss Burger and a Bacon Cheeseburger does not count as two completely different entrées.



Photo & Receipt Requirements

FOOD & BEVERAGE:

- **Take food and beverage photos prior to consumption—before taking a sip of your drinks or a bite of any food!** This is extremely important to ensure your shop is valid.
- Take clear photos showing EACH entrée and EACH beverage.
- If any items are wrapped (e.g., burger wrapped in paper), provide one photo of the item wrapped AND a photo of the item unwrapped to show the actual food item.
- Check your photos before drinking/eating to ensure they are clear and not blurry. Poor quality photos will NOT be accepted.

LOCATION EXTERIOR SELFIE:

- Discreetly take one (1) selfie-style photo in front of the location exterior.
- This photo MUST show YOU in the picture (selfie-style).
- The location/building with identifying exterior signage must be visible in the background.
- This is part of your “receipt” for the shop.

RECEIPT:

- Ask for an itemized receipt if the cashier does not give you one.
- Write the 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. You must handwrite the shop number in ink.
- Check your receipt photo prior to upload to ensure the image is large enough and the receipt text is readable.

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

 **QUESTIONNAIRE**

Shop date:

Start time:

End time:

Location Appearance

1. Restaurant exterior (parking lot, walkways, landscaping, etc.)

- Free of litter and debris and well-maintained (10 points)
- Minor litter or debris visible - not completely maintained (5 points)
- Substantial litter or debris visible - not well-maintained (0 points)

2. Entryway clean

- Glass on doors and windows clean and smudge-free AND entry area is free of litter and debris (10 points)
- Glass on windows and doors has minor streaks or smudges OR entry area contains minor litter or debris (5 points)
- Glass on windows and doors has substantial streaks or smudges AND/OR entry area contains substantial litter or debris (0 points)

3. Dining area floors

- Free of litter and crumbs and well-maintained (10 points)
- Minor litter, debris, food crumbs - not completely maintained (5 points)
- Substantial litter, debris or crumbs visible - not well-maintained (0 points)

4. Table appearance

- Chairs and tables are comfortable, clean, and in good repair (not wobbly) (10 points)
- Chairs and tables are comfortable and clean but in need of minor repair / attention (5 points)
- Most tables and chairs appear to be dirty or in poor condition (0 points)

5. Ambiance

- Temperature / lighting are comfortable AND background music is at an appropriate volume (10 points)
- Temperature / lighting are comfortable OR background music is at an appropriate volume (5 points)
- Temperature / lighting are NOT comfortable and background music is NOT at an appropriate volume (0 points)

6. Location Appearance Supporting Narrative:

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

7. Which restroom did you visit?

- Male
- Female

8. Restroom

- Restroom clean and well-maintained (10 points)
- Restroom is somewhat clean but in need of minor attention (5 points)
- Restroom needs immediate attention and is dirty (0 points)

9. Stocked (toilet paper, towels, soap, etc.)

- Adequate supplies in the restroom you visited (10 points)
 Supplies need to be restocked for guests (0 points)

Counter Service Interaction**10. Indicate the name of the Counter Service Associate:****11. Indicate the approximate age of the Counter Service 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 | |

12. Indicate the gender of the Counter Service Associate:

- Male
 Female
 Prefer not to answer

13. Was the Counter Service Associate wearing glasses?

- Yes
 No

14. Indicate the hair color of the Counter Service 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 | |

15. Indicate the hair length of the Counter Service 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 | |

16. Indicate the approximate height of the Counter Service 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" | |

17. Indicate the apparent race of the Counter Service 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 | |

18. How long was the wait time in line?

Format response as mm:ss (e.g., 02:15 for 2 minutes 15 seconds)

19. Initiates friendly greet

Initiates a friendly verbal acknowledgement AND offers to assist you (10 points)

Initiates a friendly verbal acknowledgement OR offers to assist you (5 points)

Does NOT initiate an acknowledgement or offer to assist you OR acknowledgement is not friendly (0 points)

20. Welcoming and makes eye contact

Uses every opportunity to make you feel welcome and make eye contact, as appropriate (10 points)

Makes you feel welcome and makes eye contact but there is opportunity for more (5 points)

Does not make you feel welcome and/or avoids eye contact (0 points)

21. Were you asked if it was your first time in, or have you been to a My Burger before?

Yes (10 points)

No (0 points)

22. Were you asked if you are a loyalty/rewards member?

Yes (10 points)

No (0 points)

23. Demonstrates knowledge

Thoroughly answers your questions AND provides additional information to promote concept/food (10 points)

Thoroughly answers your questions but does NOT provide additional information beyond what you requested to promote concept / food / atmosphere (5 points)

Is unable to answer your questions AND DOES NOT provide any additional information beyond what you requested (0 points)

24. While placing your order, the associate provides their undivided attention

Gives you their undivided attention and makes you feel like you're their top priority (10 points)

Listens politely but is slightly distracted (5 points)

Does NOT give you their undivided attention and makes you feel rushed (0 points)

25. Expresses appreciation

Sincerely thanks you AND offers a positive closing remark or invitation to return (e.g., "Thank you, have a great day!") (10 points)

Sincerely thanks you OR offers a positive closing remark or invitation to return (5 points)

Does NOT thank you or thank you is insincere and does NOT offer a positive closing remark or invitation to return (0 points)

26. Food delivery

The person who delivers your food presents it with a fun and energetic attitude AND checks to be sure you have everything you ordered (10 points)

The person who delivers your food presents it with a fun and energetic attitude OR checks to be sure you have everything you ordered (5 points)

The person who delivers your food does NOT present it with a fun and energetic attitude AND does NOT check to be sure you have everything you ordered (0 points)

27. Food order is correct and complete

Yes (10 points)

No (0 points)

28. Were you offered condiments or sriracha/garlic mayo when receiving your food? Yes (10 points) No (0 points)**29. Handles transaction efficiently** Handles payment transaction efficiently and correctly AND proactively provides your receipt (10 points) Handles payment transaction efficiently and correctly but does NOT proactively provide your receipt (5 points) DOES NOT handle payment transaction efficiently and correctly and does NOT proactively provide your receipt (0 points)**30. Counter Service Interaction Supporting Narrative:**

Explain the responses you selected for the Counter Service Interaction questions. Be sure to explain ALL responses of less than full point value. You must enter between 100 and 1000 characters.

Service Speed**31. Entrées were ordered and received/ready in a fair amount of time** Yes (10 points) No (0 points)**32. Indicate exact time from the time you placed your food order until order received:**

Format response as mm:ss (e.g., 10:25 for 10 minutes 25 seconds)

33. Did a My Burger team member check on you during your dining experience? Yes (10 points) No (0 points)**34. Were your trays/table pre-bussed during your dining experience?** Yes (10 points) No (0 points)**35. Service Speed Supporting Narrative:**

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

Food Quality**36. Indicate all items ordered:****37. Food looks and tastes exceptionally fresh, made with the highest quality ingredients and well seasoned** Excellent (10 points) Average (5 points) Unacceptable (0 points)**38. Temperature - hot items hot/cold items cold** Excellent (10 points) Average (5 points) Unacceptable (0 points)**39. Portion sizes / quantity served is generous** Excellent (10 points) Average (5 points) Unacceptable (0 points)

40. You felt you received an excellent value for the price

- Excellent (10 points)
 Average (5 points)
 Unacceptable (0 points)

41. Do you have photos of each item ordered?

Select Yes then upload your photos. Upload at least 1 photo of each item ordered prior to consumption.

- Yes
 No

42. Food Quality Supporting Narrative:

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

Overall Impression**43. Did you see any managers (black shirts) during your dining experience?**

- Yes
 No

44. If yes, explain where they were positioned:

If you saw a manager, explain where you saw them and what they were doing. You must enter between 25 and 200 characters.

45. Overall, how memorable was your experience at this restaurant?

Rate how memorable your overall experience was at the restaurant today, with 0 being not at all memorable and 10 being extremely memorable.

- | | |
|----------------------------|-----------------------------|
| <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 | |

46. Based on your experience, how motivated would you be to RETURN to this restaurant on your own?

Based on today's experience, rate how motivated you would be to return to this restaurant, with 0 being not at all motivated and 10 being extremely motivated.

- | | |
|----------------------------|-----------------------------|
| <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 | |

47. Based on your experience, how likely would you be to RECOMMEND this restaurant to others?

Based on today's experience, rate how likely you would be to recommend this restaurant to others, with 0 being not at all likely and 10 being extremely likely.

- | | |
|----------------------------|-----------------------------|
| <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 | |

48. Indicate any area of opportunity that will allow this location to better serve you:

49. Indicate anything that you experienced that made the experience abnormally unique and/or staff went above and beyond:

50. 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 100 and 1000 characters.

Shop Validation

51. Did you take a location exterior selfie photo?

Select Yes then upload your location exterior selfie. Make sure the image is clear and not blurry.

Yes

No

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

Enter N/A if you uploaded your selfie.

53. Do you have a receipt?

Select Yes then upload your receipt. Make sure the image is clear and not blurry.

Yes

No

54. If you do not have a receipt, explain why:

Enter N/A if you uploaded your receipt. If you have any comments about your receipt, include them here.

END OF QUESTIONNAIRE