

# EUROPEAN WAX CENTER

## NEW GUEST VISIT

## INSTRUCTIONS • QUESTIONNAIRE

You will call your assigned European Wax Center location to schedule ONE eligible wax service for your assigned shop date, then visit the location for your waxing appointment. The service will be free for new guests. You will evaluate specific aspects of both your phone experience and in-person visit to the location.

### Before You Begin

- Review your shop confirmation
- Know your scenario & review eligible services
- Ensure you have at least 1/4 inch of hair growth
- Call to schedule service, phone call is evaluated
- Review photo & receipt requirements

### Don't Forget!

- Call ahead to schedule one eligible service
- Obtain names of phone & waxing associates
- Visit restroom at appropriate time
- Pay attention—report all info accurately
- Get a service receipt & take a selfie photo



### 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](https://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.
- Ask for an itemized receipt (may be printed or emailed). Even though the service is free, the location may still be able to print or email an itemized receipt showing the service received, your waxer, the date and location, etc. If the location cannot provide a receipt, grab a business card.
- 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.
- 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 European Wax Center.
- 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.

**This is a shop for NEW GUESTS only. If you have EVER received a service at any EWC location, you are NOT eligible to complete this shop, and should contact your scheduler to have it removed from your queue.**



## Eligible Services

- Brow Wax
- Underarm Wax
- Bikini Line Wax (only line is free for new guests - Brazilian is 50% off)
  - If you choose Brazilian, you will be responsible for paying the difference.
- Nose Wax
- Ear Wax
- Lower, Upper, OR Middle Back Wax (you can only pick one)



## Important Notes

- The above listed services are the ONLY eligible services for this shop.
- Choose only ONE assigned service to have performed.
- You must have at least 1/4 inch of hair growth to be eligible for the service.
- You must call ahead to schedule your appointment. The phone call is evaluated.
- You must have a local ID to be eligible for the free promotion. Bring your ID with you and show it to the staff to receive your free service. If you are not proactively offered the first-time guest free wax, you must ask about it and mention that you'd like to use that offer.
- Remember to tip! Even though the service is free, it is expected that you tip 15%-20%. You may want to bring cash as some locations will not allow you to only put a tip on a card.
- You are not required to purchase any products. If you choose to purchase products, this is OK, but you will not be reimbursed for them.
- The client has access to recordings of phone calls AND video footage of their stores, and they WILL be checking to ensure that what you report in your survey is correct. If the recording shows that you reported anything incorrectly or untruthfully, your shop will cancel without payment or reimbursement.
- Throughout your shop, make sure to give the staff members every opportunity to perform the behaviors the survey is designed to evaluate! Do not say or do anything that would put the associate at a disadvantage to discuss EWC's programs, services, products, etc.



## Shop Instructions

### Step #1: Call the assigned location to schedule your waxing appointment.

- Call your assigned EWC location to schedule an appointment for one of the assigned wax services: brow, underarm, bikini, nose, ear, or lower, upper, OR middle back. The service scheduled must be a waxing service.
  - Call as much in advance as possible, to ensure that you are able to book an appointment on your assigned shop date. If you are told there are no appointments available on your assigned shop date, contact your scheduler immediately. Do NOT go as a walk-in or schedule an appointment online.
  - Look up the location's business hours online. You must call during business hours. You must make at least 3 call attempts, waiting at least 10 minutes between each call. If you are unable to reach an associate

after the third call attempt, contact your scheduler immediately.

- Note the date and time of the call, how many rings before your call is answered, evaluate the greeting received, and evaluate the associate's tone and attentiveness throughout the call.
- Ask to schedule a wax and go through the process of setting up your appointment and profile as a first-time guest. If the associate does NOT mention the free first-time guest wax, you MUST ask about it and indicate that you'd like to use it.
  - Listen for what information the associate gathers to set up your profile AND what is said about any programs or policies.
  - If the associate asks how you heard about them (type of referral), say their website or you found them online.
- If you are given the option to book an appointment with a regular wax technician or a trainee, DO NOT choose to have the trainee complete your service.
- Ask the phone associate an open-ended question about PRODUCTS or SERVICES. Phrase your question in a way that allows the associate to answer beyond Yes or No. For example:
  - "What waxing services are offered free for first-time guests?"
  - "What products do you have for sensitive skin?"
  - "What is the process for an eyebrow wax?"
  - "What should I do to prepare for my wax?"
- You MUST obtain the name of the phone associate. If they do not introduce themselves, ask for their name.
- Evaluate if the associate confirms your appointment and any parting remarks received.

### **Step #2: Visit the assigned location for your scheduled waxing appointment. Evaluate the lobby and restroom.**

- Throughout your visit, evaluate if the lobby is clean, floors are swept, windows are clean, front counter is neat and organized, temperature is comfortable, furniture is in good condition, all lights are working, etc.
- Note if ANY associates use their personal cell phone during your visit.
- Plan to visit the restroom BEFORE YOU CHECK IN or AFTER YOU OBTAIN YOUR RECEIPT. Do not visit the restroom at any other time, as it could impact certain associate behaviors.

### **Step #3: Check in with the lobby associate.**

- Arrive at least 10 minutes early for your appointment, to ensure the staff has the opportunity to perform the check-in behaviors outlined in the survey.
- Upon arrival, evaluate how many guests are waiting in the lobby and how many associates are working at the desk.
- Note the appearance of the check-in associate who assists you (professional, well-groomed, in uniform).
- The name of the check-in associate is desired, but not required. You must provide a full physical description.
- Evaluate how you are greeted.
  - If not engaged with a guest, stands and greets you OR if engaged with a guest, acknowledges you with a nod, smile, "I'll be right with you," etc.
- If you are asked for ID to confirm your eligibility for the first-time guest promotion, you MUST provide it.

- Evaluate if the associate comes around the front desk to educate you on the Wax Pass savings program or other promotions.
- If the associate confirms or asks how you heard about EWC, make sure to say their website, AND give credit for "confirms referral type" on the survey form.
- Note if you are seen within 10 minutes of your reservation time and, if no, if the check-in staff tells you when you will be seen.
  - This is NOT based on when you arrive! Make sure to answer this question accurately based on the time your appointment is actually scheduled for.

#### **Step #4: Evaluate the wax specialist during service.**

- Evaluate the process of being escorted to and entering the waxing suite: are you greeted by name, wax specialist introduces self, wax specialist confirms services, etc.
- Note the appearance of the wax specialist (professional, well-groomed, in uniform, visible name tag).
  - The name of the wax specialist is required. If no visible name tag or they don't introduce themselves, you MUST ask for their name. You must also provide a full physical description.
- Note if the wax specialist sanitizes the bed and pulls out a new bed paper in front of you.
- If applicable, the wax specialist should direct you to disrobe and hop up on the bed. If your scheduled service does not require you to disrobe, select N/A.
- Evaluate your waxing experience: are you made to feel comfortable, wax specialist is friendly, are you asked about additional services, what is said about skin care and frequency, are you educated about products, does the wax specialist follow all policies and procedures to refrain from burning or irritating your skin, etc.
  - If you select No for any survey responses in this section, thoroughly explain in your narrative what was said or not said, or done or not done.
- Note the length of the service (how long the treatment took once begun).
- Evaluate the wax suite—room is clean and organized, waxing bed is in good condition.
- Evaluate if the wax specialist walks you to the product wall and makes recommendations (MUST put a product in your hand or on the front desk to get credit).
- Note if the wax specialist recommends you pre-book your next appointment. Select N/A if you already have your next appointment pre-booked (this will be rare as a new guest, but for example, if you pre-booked another appointment at check-in).
- Evaluate if the wax specialist reviews the Post Wax card and/or your unique referral link.

#### **Step #5: Check out with the lobby associate.**

- Note if the checkout associate asks you to pre-book according to the recommended frequency (give credit if the associate acknowledges or reinforces appointments you already have pre-booked) and/or if the points promotion for pre-booking is mentioned.
- Note if the checkout associate asks if you would like to save by joining one of their Wax Pass programs.
- Remember to tip! Even though the service is free, it is expected that you tip 15%-20%.
- Ask for an itemized receipt (printed is preferred, but emailed is OK if that is all they can provide). Even though the service is free, the location may still be able to print or email an itemized receipt showing the service received,

your waxer, the date and location, etc.

- If the location cannot provide a receipt, grab a business card.
- Evaluate parting remarks. To earn full credit, the checkout associate MUST thank you AND offer a warm parting remark.

### Step #6: Evaluate your overall perception.

- Evaluate your overall experience with this EWC location.
- Evaluate how comfortable you were, what you liked most, and what you liked least.
- Evaluate the value of the service you received.
- Evaluate how likely you are to recommend this location to someone in need of waxing services.
- Select responses based on if you were actually in the market for regular waxing services. Do not mark down based on factors outside the staff's control, such as location address or if you don't usually get waxing services.

**You MUST fully explain ALL survey responses that you mark as LESS than the top response available.** You must do this in EACH narrative section. If you do not adequately explain your survey responses, you will be contacted by a Quality Assurance Editor, and you MUST provide the requested information in a timely manner for your shop to be valid.



## Photo & Receipt Requirements

### RECEIPT:

- Ask for an itemized receipt (printed is preferred, but emailed is OK if that is all they can provide). Even though the service is free, the location may still be able to print or email an itemized receipt showing the service received, your waxer, the date and location, etc.
- If you are not provided with a receipt even after asking, fully explain this in your narrative, and grab a business card or pamphlet to upload for validation. Make every effort to obtain documentation that shows the location's address.
- 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.

### LOCATION EXTERIOR SELFIE:

- After your visit, 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.

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



# QUESTIONNAIRE

**Shop date:**

**Start time:**

**End time:**

## Pre-Visit Phone Call

**1. Date of call:**

*Format response as MM/DD/YYYY*

**2. Time of call:**

*Format response as hh:mm AM/PM*

**3. Indicate name of associate:**

**4. Answers the phone within 3 rings**

Yes (1 points)

No (0 points)

**5. If no, indicate number of rings:**

*If applicable, format response as a whole number (e.g., 4).*

**6. Did the associate use a professional greeting?**

*e.g., "It's a gorgeous day at European Wax Center (location name). This is (name). How may I help you today?"*

Yes (1 points)

No (0 points)

**7. Did the associate ask for this information: name, address, phone number, email, referral?**

*Associate must ask for all information to get credit. If no, explain in the narrative what information was and was not asked for.*

Yes (2 points)

No (0 points)

**8. Did the associate explain the referral program, late policy, and medication policy?**

*Associate must mention all to get credit. If no, explain in the narrative what programs/policies were and were not mentioned.*

Yes (3 points)

No (0 points)

**9. Answers questions**

Thoroughly answers questions (or finds someone who can) AND uses language that projects high confidence in his/her knowledge of the product/service being discussed (3 points)

There is opportunity to more thoroughly answer questions (or find someone who can) OR there is opportunity to project higher confidence in his/her knowledge of the product/service being discussed (2 points)

Does NOT thoroughly answer your question (and does not find someone who can) OR projects low confidence in his/her knowledge of the product/service being discussed (0 points)

**10. Indicate question you asked:**

**11. Indicate associate's response:**

**12. Closing**

*e.g., "You're all set for your (service) on (day) at (time). Have a great day!"*

- Confirms your reservation AND offers a warm parting remark (3 points)  
 Confirms your reservation OR offers a warm parting remark (2 points)  
 Does NOT confirm your reservation OR offer a warm parting remark (0 points)

**13. Pre-Visit Phone Call Supporting Narrative:**

*Explain the responses you selected for the Pre-Visit Phone Call questions. Be sure to explain ALL responses of less than full point value. You must enter between 50 and 1000 characters.*

**Check-In - Guest Service Associate****14. Indicate the name of the Guest Service Associate:****15. Indicate the approximate age of the Guest 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    |                                      |

**16. Indicate the gender of the Guest Service Associate:**

- Male  
 Female  
 Prefer not to answer

**17. Was the Guest Service Associate wearing glasses?**

- Yes  
 No

**18. Indicate the hair color of the Guest 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       |                                      |

**19. Indicate the hair length of the Guest 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        |   |

**20. Indicate the approximate height of the Guest 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" |                                      |

**21. Indicate the apparent race of the Guest 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         |   |

**22. Indicate number of guests waiting in the lobby when you entered:**

*Format response as a whole number (e.g., 2).*

**23. Indicate number of Guest Service Associates working the front desk:**

*Format response as a whole number (e.g., 2).*

**24. Appears professional, well groomed, and in proper uniform**

- Yes (9 points)  
 No (0 points)

**25. If not engaged with a guest, stands and greets you promptly upon entering lobby**

*Select N/A if the associate was helping another customer.*

- Yes (3 points)  
 No (0 points)  
 N/A - associate was engaged with a guest

**26. If engaged with a guest, associate demonstrates ability to acknowledge more than one guest at a time**

*e.g., nods/smiles at you or says, "I'll be right with you." Select N/A if the associate was readily available and not helping another customer.*

- Yes (1 points)  
 No (0 points)  
 N/A - associate was not engaged with a guest

**27. Projects positive attitude**

- Projects a friendly, outgoing, and "eager to assist" attitude (9 points)  
 Pleasant, polite, and reserved (e.g., uses minimal gestures and a positive, steady tone) (5 points)  
 Appears to be going through the motions or seems disinterested (0 points)

**28. Were any Wax Associates seen sitting in the lobby?**

- No (9 points)  
 Yes (0 points)

**29. Checks your ID for first-time guest promotion**

- Yes (9 points)  
 No (0 points)

**30. Confirms referral type**

*Select Yes if the associate confirms how you heard about them or directly asks how you heard about them (e.g., from friend, social media, etc.). Select N/A if you were not previously asked for your referral type on the phone (i.e., so there was nothing to confirm) AND if the associate did NOT ask for your referral type during check-in (i.e., you were never asked at any point if/how you heard about them).*

- Yes (9 points)  
 No (0 points)  
 N/A - was not previously asked for referral type

**31. Comes around the front desk to educate you on available savings programs (Wax Pass program) or promotions**

- Yes (3 points)  
 No (0 points)

**32. You are seen within 10 minutes of your reservation time**

- Yes (9 points)  
 No (0 points)

**33. If not, did the Guest Service Associate tell you when you would be seen?**

- Yes (9 points)  
 No (0 points)  
 N/A

**34. Check-In - Guest Service Associate Supporting Narrative:**

*Explain the responses you selected for the Check-In - Guest Service Associate questions. Be sure to explain ALL responses of less than full point value. You must enter between 50 and 1000 characters.*

**During Your Service - Wax Specialist****35. Indicate the name of the Wax Specialist:****36. Indicate the approximate age of the Wax Specialist:**

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

**37. Indicate the gender of the Wax Specialist:**

- Male  
 Female  
 Prefer not to answer

**38. Was the Wax Specialist wearing glasses?**

- Yes  
 No

**39. Indicate the hair color of the Wax Specialist:**

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

**40. Indicate the hair length of the Wax Specialist:**

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

**41. Indicate the approximate height of the Wax Specialist:**

- |                                      |                                      |
|--------------------------------------|--------------------------------------|
| <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" |                                      |

**42. Indicate the apparent race of the Wax Specialist:**

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

**43. Indicate which service you had performed:**

- |                                    |                                      |
|------------------------------------|--------------------------------------|
| <input type="checkbox"/> Brow      | <input type="checkbox"/> Nose        |
| <input type="checkbox"/> Underarm  | <input type="checkbox"/> Ear         |
| <input type="checkbox"/> Bikini    | <input type="checkbox"/> Lower Back  |
| <input type="checkbox"/> Brazilian | <input type="checkbox"/> Middle Back |
| <input type="checkbox"/> Upper Leg | <input type="checkbox"/> Upper Back  |
| <input type="checkbox"/> Lower Leg |                                      |

**44. Appears professional, well groomed, in proper uniform, and wearing a name tag**

- Yes (6 points)  
 No (0 points)

**45. Greets you by name**

- Yes (6 points)  
 No (0 points)

**46. Introduces themselves as they guide you to the wax suite**

- Yes (6 points)  
 No (0 points)

**47. Confirms your service once inside the wax suite**

- Yes (6 points)  
 No (0 points)

**48. Sanitizes the bed and pulls out new bed paper in front of the guest**

- Yes (6 points)  
 No (0 points)

**49. Directs the guest to disrobe and hop up on the wax bed**

- Yes (6 points)  
 No (0 points)  
 N/A - service did not require guest to disrobe

**50. Projects positive attitude**

- Projects a friendly, outgoing, and "eager to assist" attitude (6 points)
- Pleasant, polite, and reserved (e.g., uses minimal gestures and a positive, steady tone) (3 points)
- Appears to be going through the motions or seems disinterested (0 points)

**51. Upsells related services**

- Recommends at least one additional service beyond what you have scheduled (e.g., current promotional service, popular service, etc.) AND conveys genuine enthusiasm around the recommendation (upbeat tone of voice, etc.) (3 points)
- Recommends at least one additional service beyond what you have scheduled BUT DOES NOT convey genuine enthusiasm around the recommendation (upbeat tone of voice, etc.) (2 points)
- Does NOT suggest at least one additional service other than what you have scheduled (0 points)

**52. Explains the 4-step process of cleanse, protect, wax, and rejuvenate**

- Yes (3 points)
- No (0 points)

**53. Asks the guest if all hair is being removed**

- Yes (3 points)
- No (0 points)

**54. Lets guest know the importance of frequency and the benefits of the 3rd visit**

- Yes (3 points)
- No (0 points)

**55. Asks how often you wax and explains our recommended frequency**

- Yes (3 points)
- No (0 points)

**56. Asks the guest if the temperature of the wax is comfortable**

- Yes (3 points)
- No (0 points)

**57. Applies wax no more than 2xs per area on face, and 3xs per area on body, to ensure skin does not become irritated**

- Yes (3 points)
- No (0 points)

**58. Holds the skin or asks the guest to hold the skin taut as needed**

- Yes (3 points)
- No (0 points)

**59. Completes service in the appropriate amount of time**

- Yes (3 points)
- No (0 points)

**60. Educates you on products available in the retail line**

- Yes (6 points)
- No (0 points)

**61. Uses a new stick for each strip applied** Yes (6 points) No (0 points)**62. Refrains from burning you during the course of your treatment** Yes (6 points) No (0 points)**63. If eyebrows were done, goes through an eyebrow consultation using the hand mirror** Yes (6 points) No (0 points) N/A - did not receive eyebrow service**64. Indicate how long the treatment took once begun:**

*Format response as MM:SS (e.g., enter 10:00 for 10 minutes).*

**65. Remains in the room with you throughout your entire visit, unless he/she excuses him/herself to the lobby** Yes (6 points) No (0 points)**66. Room is clean and organized** Yes (6 points) No (0 points)**67. Waxing bed is in good condition** Yes (6 points) No (0 points)**68. During Your Service - Wax Specialist Supporting Narrative:**

*Explain the responses you selected for the During Your Service - Wax Specialist questions. Be sure to explain ALL responses of less than full point value. You must enter between 150 and 1000 characters.*

**Checkout****69. Walks you to the product wall and places a recommended product in your hand or on the front desk for you**

*Wax Specialist MUST put a product in your hand or on the front desk to get credit.*

 Yes (12 points) No (0 points)**70. Recommends pre-booking your reservation based**

*Select N/A if it wouldn't make sense to recommend pre-booking, such as if you already pre-booked additional appointments at check-in. Give credit if the associate acknowledges appointments you already have pre-booked.*

on your frequency

 Yes (12 points) No (0 points) N/A**71. Reviews Post Wax Card** Yes (3 points) No (0 points)

**72. Reviews unique referral link card** Yes (3 points) No (0 points)**73. Suggests you pre-book according to the Wax Associate's recommended frequency / reinforces Waxer's recommendation**

*e.g., "Nicole would like to see you again in 4 weeks. Do you want the same time or something earlier?"*

 Yes (12 points) No (0 points)**74. Mentions the points promotion for pre-booking**

*If you make your next reservation during checkout, you will earn points to be used in the store.*

 Yes (12 points) No (0 points)**75. Asks if you would like to save 25% or more by joining one of our Wax Pass programs** Yes (12 points) No (0 points)**76. Expresses appreciation**

*Associate must thank AND offer a parting remark to get full credit.*

 Thanks you AND offers a warm parting remark (e.g., "Thank you, have a great day!") (9 points) Thanks you OR offers a warm parting remark (5 points) Does NOT thank you OR offer a warm parting remark (0 points)**77. Were any associates using personal cell phone devices during your visit?** Yes (0 points) No (5 points)**78. Was the lobby area clean?** Yes (5 points) No (0 points)**79. Were the doors and windows clean and in good working order?** Yes (5 points) No (0 points)**80. Were the floors clean and swept?** Yes (5 points) No (0 points)**81. Was the front counter neat and organized?** Yes (3 points) No (0 points)**82. Were the chairs in the waiting area in good condition?** Yes (3 points) No (0 points)**83. Was the temperature comfortable?** Yes (3 points) No (0 points)

**84. Were all interior lights working?** Yes (3 points) No (0 points)**85. Was the restroom neat and clean?** Yes (5 points) No (0 points)**86. Was there an adequate supply of soap, toilet tissue, and towels (or hand dryer where applicable)?** Yes (1 points) No (0 points)**87. Were the countertops, mirrors, and toilet in good condition?** Yes (3 points) No (0 points)**88. Did the restroom have a pleasant odor?** Yes (1 points) No (0 points)**89. Checkout Supporting Narrative:**

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

**Overall Perception****90. Indicate how comfortable you were at this Wax Center:** I was very comfortable I was somewhat comfortable I was not at all comfortable**91. What did you like MOST about your experience today?****92. What did you like LEAST about your experience today?****93. How would you rate the VALUE you received today?** It was better than I expected! I was surprised and delighted! It was positive but not memorable. It was as good as I expected. I was neither delighted nor disappointed. I was slightly disappointed. There was room for improvement. It was worse than I expected. I was very disappointed.**94. How would you rate your EXPERIENCE at this Wax Center today?** It was better than I expected! I was surprised and delighted! It was positive but not memorable. It was as good as I expected. I was neither delighted nor disappointed. I was slightly disappointed. There was room for improvement. It was worse than I expected. I was very disappointed.

**95. Based solely on your experience today, how likely is it that you would recommend this location to a friend, family member, or colleague in need of wax services?**

- Very Likely  
 Likely  
 Somewhat Likely  
 Not At All Likely

**96. Overall Perception Supporting Narrative:**

*Explain the responses you selected for the Overall Perception questions. Be sure to explain ALL responses of less than full point value. Ratings for Overall Perception should be based on the customer experience ONLY. Do not score down for factors outside the staff's control. You must enter between 50 and 1000 characters.*

## Shop Validation

**97. Do you have a receipt?**

*Select Yes then upload your receipt. If you were unable to obtain a receipt for some reason, upload any paperwork you did receive (brochure, business card, Post Wax card, comment card, etc.). Make sure the image is clear and not blurry.*

- Yes  
 No

**98. 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.*

**99. Did you take a location exterior selfie photo?**

*Select Yes then upload your location exterior selfie.*

- Yes  
 No

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

*Enter N/A if you uploaded your selfie.*

END OF QUESTIONNAIRE