

# FUZZY'S TACO SHOP

## BAR VISIT

# INSTRUCTIONS

## QUESTIONNAIRE

You and one adult guest (must both be 21+) will visit the assigned Fuzzy's location for happy hour on your assigned shop date. You will sit directly at the bar, and order food and beverages through the bartender. You will evaluate the location appearance, staff service, food and beverage quality, and your overall impressions.

### Before You Begin

- Review your shop confirmation
- Know your scenario—happy hour
- Know your assigned location & timeframe
- Review ordering requirements
- Review photo & receipt requirements

### Don't Forget!

- Complete shop in assigned timeframe
- Sit directly at the bar
- Follow all ordering requirements
- Ask the bartender 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](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.
- 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 bartender 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 Fuzzy's Taco Shop.
- Children are not allowed to accompany you on this shop. You and your guest must both be 21+.
- If you choose to order alcohol, limit to 1 alcoholic drink per person.
- 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, staff service, and bar experience.

- Evaluate cleanliness of the restaurant exterior, entryway, bar area floors and bar top, and restroom.
  - Do not penalize for minor litter, debris, or crumbs.
- Note how busy it is when you arrive and when you leave.
- Observe how many customers are in line at the counter and how many registers are staffed. You will not order from the counter as you will sit at the bar, but must still observe customer service at the counter.
- Note how long it takes for you to be greeted (length of time from when you enter to being greeted by any associate), and how long you wait at the bar for service (time between sitting down and being assisted).
- You must sit directly at the bar, even if you must wait for space to become available.
- Evaluate the bartender for appearance, greeting, and upselling.
  - It counts as upselling a beverage if the bartender makes a recommendation OR if you order a well cocktail and they offer you premium liquor (e.g., you order a vodka soda and they ask what kind of vodka you would like).
  - When placing your food order do not immediately say you want an appetizer, to give the bartender an opportunity to upsell. If they do not upsell, then you can order an appetizer if you choose (optional).
- Ask an open-ended knowledge question about the menu items, seasonings, preparation, etc., and evaluate the bartender's response. For example:
  - What tacos are popular?
  - What comes on the [menu item]?
  - What is [unfamiliar ingredient]?
- If the bartender is wearing a name tag, remember their name. If not and they do not introduce themselves, ask for their name in a natural way during your visit. Also remember their physical description.
- Observe if the bartender rings in orders on the register immediately (yours and others).
- Note if the bartender keeps an updated tab in front of you as new items are ordered.
  - If the bartender does not proactively provide an itemized receipt at the end of your visit, ask for one.
- Note if the bartender thanks you, offers a positive closing remark, and/or invites you to return.

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

- Evaluate if bartender checks on you throughout your meal.
  - Note if they offer additional beverages, ask to remove plates, and handle any issues appropriately (if applicable).
- Evaluate speed of service, order correctness, freshness and taste, and value of items ordered.
- 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 speed of service, presentation, freshness and taste, temperature, and value of items ordered.**

- **2 Beverages:**
  - Order two beverages other than water. If you order alcohol, evaluate how long it takes to receive your drink. Also note if you are asked for ID (you must provide valid ID if asked—even if you do not order alcohol, you may still be asked for ID to sit at the bar). Limit to one alcoholic drink per guest.
- **2 Different Entrées:**
  - Order two different entrées and evaluate how long it takes to receive them.
  - Entrées ordered must be significantly different. For example, ordering two burritos with different meats does not satisfy this requirement.
- **Appetizers** are optional. If you order an appetizer, evaluate how long it takes to receive it.



## Photo & Receipt Requirements

### FOOD & BEVERAGE:

- **Take 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.
- Four to five (4-5) total photos are required:
  - Each beverage (2)
  - Each entrée (2)
  - Appetizer (1 – if ordered, you must provide a photo)
- If any items are wrapped (e.g., burrito wrapped in tinfoil), 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:

- 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.

### ITEMIZED 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)
- Substantial litter or debris visible - not well-maintained (0 points)

### 2. Restaurant signage (visible / lit)

*Select N/A if you visited during the day/daylight.*

- Restaurant signage is lit and easily visible from afar (10 points)
- At least 1 restaurant signage bulb is not lit or is burnt out (5 points)
- All restaurant signage is not lit OR is difficult to see (0 points)
- N/A - daylight during visit

### 3. Restaurant entrance/exit/entryway

- Glass on doors and windows clean and smudge-free AND entry area is completely 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 OR entry area contains substantial litter or debris (0 points)

### 4. Indicate how busy the restaurant was when you arrived:

- Extremely busy
- Somewhat busy
- Not busy

### 5. Indicate how busy the restaurant was when you departed:

- Extremely busy
- Somewhat busy
- Not busy

### 6. Bar appearance

- All shelves appear organized and stocked with bottle labels facing outwards AND no personal items stored on back bar visible (10 points)
- Most shelves appear organized and stocked with bottle labels facing outwards OR personal items stored on back bar visible (5 points)
- Most shelves appear disorganized and unstocked with bottle labels not facing outwards AND personal items stored on back bar visible (0 points)

### 7. Bar area floors

*Do not penalize for minor litter, debris, or crumbs.*

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

**8. Bar top/chairs appearance**

- Bar top/chairs are clean and in good repair (no crumbs, not sticky, chairs/stools not wobbly, no tears or cracks in cushions) (10 points)
- Bar top/chairs are clean but in need of minor repair / attention (5 points)
- Bar top/chairs are dirty or in poor condition (0 points)

**9. 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)

**10. Stocked**

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

**11. Which restroom did you visit?**

- Men's
- Women's

**12. 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 2000 characters.*

**Bar Service Experience****13. Indicate the name of the Bartender:****14. Indicate the approximate age of the Bartender:**

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

**15. Indicate the gender of the Bartender:**

- Male
- Female
- Prefer not to answer

**16. Was the Bartender wearing glasses?**

- Yes
- No

**17. Indicate the hair color of the Bartender:**

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

**18. Indicate the hair length of the Bartender:**

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

**19. Indicate the approximate height of the Bartender:**

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

**20. Indicate the apparent race of the Bartender:**

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

**21. Greet time**

*The standard is that any associate should initiate a greet immediately as you enter ("Welcome," "Hello," etc.).*

- 0-10 sec (10 points)  
 11-60 sec (5 points)  
 60+ sec (0 points)

**22. How long was the wait time for bar service?**

*Format response as MM:SS (e.g., enter 05:30 for 5 minutes, 30 seconds).*

**23. Bartender - Appearance**

- Attire is neat, clean, professional, well-groomed, and in full uniform (10 points)  
 Appears unprofessional and/or poorly groomed (0 points)

**24. Initiates friendly greet**

- Initiates a friendly verbal acknowledgement AND gives a warm, welcoming greet with a smile (10 points)  
 Does NOT initiate an acknowledgement OR give a warm, welcoming greet with a smile (0 points)

**25. Did they offer you a beverage?**

- Yes (10 points)  
 No (0 points)

**26. Upsells you an appetizer**

- Yes (10 points)  
 No (0 points)

**27. 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)

**28. Indicate question asked:****29. Indicate response:****30. While placing your order, the bartender 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)

**31. Indicate your age range**

- 19-20
- 21-26
- 27-39
- 40-49
- 50-58
- 59+

**32. If an alcoholic beverage was ordered, bartender asks for and checks ID**

- Yes (10 points)
- No (0 points)
- N/A - did not order an alcoholic beverage
- N/A - shopper is over 40

**33. Confirms and restates order?**

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

**34. Rings on the register immediately after every order (yours and others)**

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

**35. Presents you with a check and/or receipt in front of you and presents new ticket each time an item is ordered**

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

**36. 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 (you have to ask for it) (5 points)
- DOES NOT handle payment transaction efficiently and correctly and does NOT proactively provide your receipt (you have to ask for it) (0 points)

**37. Expresses appreciation**

- Sincerely thanks you OR offers a positive closing remark or invitation to return (10 points)
- Does NOT thank or thank is insincere and does NOT offer a positive closing remark or invitation to return (0 points)

**38. Bar Service Experience Supporting Narrative:**

*Explain the responses you selected for the Bar Service Experience questions. Be sure to explain ALL responses of less than full point value. You must enter between 75 and 2000 characters.*

## Food Quality and Delivery

### 39. Beverages ordered:

#### 40. Did you order an alcoholic beverage?

- Yes  
 No

#### 41. Minutes from beverage order to beverage delivery

*Refers to delivery timing of alcoholic beverage.*

- 0-5 minutes (10 points)  
 5:01-8 minutes (5 points)  
 8+ minutes (0 points)  
 N/A

#### 42. Taste and quality of the beverages makes this an enjoyable choice

*Refers to taste and quality of alcoholic beverage.*

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

#### 43. Beverage value - you felt you received an excellent value for the price

*Refers to value of alcoholic beverage.*

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

#### 44. Do you have photos of your beverages?

*Select Yes and upload at least one photo showing EACH beverage ordered prior to consumption (before taking a sip).*

- Yes  
 No

#### 45. Did you order any appetizers?

- Yes  
 No

#### 46. Minutes from appetizer order to appetizer delivery

- 0-12 minutes (10 points)  
 12:01-15 minutes (5 points)  
 15+ minutes (0 points)  
 N/A

#### 47. Appetizer looks and tastes exceptionally fresh, made with the highest quality ingredients and well-seasoned

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

#### 48. Appetizer value - you felt you received an excellent value for the price

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

**49. Do you have a photo of your appetizer?**

*If you ordered an appetizer, select Yes and upload at least one photo showing the appetizer ordered prior to consumption (before taking a bite).*

- Yes  
 No  
 N/A

**50. Minutes from food order to food delivery (if you ordered an appetizer, timing should begin once appetizer is delivered)**

- 0-10 minutes (10 points)  
 10:01-20 minutes (5 points)  
 20+ minutes (0 points)

**51. Food order is correct and complete**

- Yes (10 points)  
 No (0 points)

**52. Food ordered:****53. Food looks and tastes exceptionally fresh, made with the highest quality ingredients and well-seasoned**

- Yes (10 points)  
 No (0 points)

**54. Food value - you felt you received an excellent value for the price**

- Yes (10 points)  
 No (0 points)

**55. Do you have photos of your entrees?**

*Select Yes and upload at least one photo showing EACH entree ordered prior to consumption (before taking a bite).*

- Yes  
 No

**56. Team member interacted with you during your visit?**

- Yes (10 points)  
 No (0 points)

**57. Indicate what occurred during the interaction:****58. Food Quality and Delivery Supporting Narrative:**

*Explain the responses you selected for the Food Quality and Delivery questions. Be sure to explain ALL responses of less than full point value. You must enter between 75 and 2000 characters.*

**Overall Impression****59. How would you rate your overall experience at this restaurant?**

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

**60. Based on your experience, how likely are you to RETURN to this restaurant?**

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

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

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

**62. Based on this ONE experience, how do you feel this establishment compares to its competition?**

- Much Better
- Somewhat Better
- Same
- Somewhat Worse
- Much Worse

**63. Indicate whom you consider to be this location's competition:**

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

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

**66. 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 2000 characters.*

**67. Do you have a photo of your itemized receipt?**

*Select Yes and upload a photo of your itemized receipt. Make sure the image is clear, readable, and not blurry.*

- Yes
- No

## Shop Validation

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

*Select Yes and upload a photo of your itemized receipt. This will be the same receipt image that you uploaded in the previous question, but you must also upload it here for shop validation and payment/reimbursement.*

- Yes
- No

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

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

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

*Select Yes and upload your location exterior selfie.*

- Yes
- No

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

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

END OF QUESTIONNAIRE