

FUZZY'S TACO SHOP

DINE-IN VISIT

INSTRUCTIONS • QUESTIONNAIRE

You and one adult guest will visit the assigned Fuzzy's location, on your assigned shop date, during the assigned timeframe. You will order at the counter and sit at a table in the dining area to enjoy your meal. 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—lunch or dinner
- Know your assigned location & timeframe
- Review ordering requirements
- Review photo & receipt requirements

Don't Forget!

- Complete shop in assigned timeframe
- Sit at a table in the dining area
- 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 Fuzzy's Taco Shop.
- Children are not allowed to accompany you on this shop.
- 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 and staff interactions while ordering at the counter.

- Evaluate cleanliness of the restaurant exterior, entryway, dining area floors and tables, and restroom.
 - Do not penalize for minor litter, debris, or crumbs.
- Observe the bar appearance (bottles organized, no personal items visible). You will enter the line to order at the counter, but should still be able to see and evaluate the bar area.
- Note how busy it is when you arrive and when you leave.
- Evaluate how many customers are in line and how many registers are staffed.
- 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 in line (total time waiting in line until you place your order).
- Evaluate the counter staff associate for appearance, greeting, and upselling.
 - When placing your order do not immediately say you want an appetizer or beverages, to give the associate an opportunity to upsell. If they do not upsell, then state you would like to add beverages (required) and/or an appetizer (optional).
- Ask an open-ended knowledge question about the menu items, seasonings, preparation, etc., and evaluate the counter staff associate's response. For example:
 - What tacos are 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.
- If the cashier asks if you have been there before, answer honestly.
- Note if the cashier thanks you, offers a positive closing remark, and/or invites you to return.

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

- Evaluate if any team member checks on you throughout your meal.
 - Note if they offer refills on chips or beverages, clear dirty dishes/litter, handle any issues appropriately (if applicable), and engage your table in conversation.
 - If the check-in team member is wearing a name tag, remember their name. If not and they do not introduce themselves, remember their physical description.
- Note if you see a manager on the floor (managers wear a polo vs. a t-shirt).
- 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). Do not exceed more than 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. Dining 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. Table appearance

- Tables are clean and in good repair (not wobbly, no tears or cracks in cushions) (10 points)
- Tables are clean but in need of minor repair / attention (5 points)
- Most tables appear to be 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.

Counter Service Interaction**13. Indicate the name of the Counter Service Associate:****14. 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 | |

15. Indicate the gender of the Counter Service Associate:

- Male
- Female
- Prefer not to answer

16. Was the Counter Service Associate wearing glasses?

- Yes
- No

17. 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 | |

18. 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 | |

19. 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" | |

20. 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 | |

21. How many customers did you observe in line waiting to be served?

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

22. How many registers were manned while customers waited in line?

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

23. 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)

24. How long was the wait time in line?

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

25. Appearance

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

26. 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)

27. Beverage menu placed at the register

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

28. Did they offer you a beverage?

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

29. Upsells you an appetizer

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

30. If appetizer was ordered, cashier gives direction on where to take receipt and get appetizer

- Yes (10 points)
- No (0 points)
- N/A - did not order an appetizer

31. 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)

32. Indicate question asked:**33. Indicate response:****34. 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)

35. Indicate your age range

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

36. If an alcoholic beverage was ordered, order taker 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

37. Confirms and restates order?

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

38. 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)

39. Cashier asks if you have previously been there before Yes (10 points) No (0 points)**40. If no, cashier explains the table number instructions** Yes (10 points) No (0 points) N/A**41. 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)**42. 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 75 and 2000 characters.

Food Quality and Delivery**43. Beverages ordered:****44. Did you order an alcoholic beverage?** Yes No**45. 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**46. 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**47. 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**48. 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

49. Did you order any appetizers?

- Yes
 No

50. Minutes from appetizer order to appetizer pickup (the time you turned in the slip to receive appetizer)

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

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

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

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

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

53. 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

54. Minutes it took food to be delivered to your table

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

55. Food order is correct and complete

- Yes (10 points)
 No (0 points)

56. Food ordered:**57. Food looks and tastes exceptionally fresh, made with the highest quality ingredients and well-seasoned**

- Yes (10 points)
 No (0 points)

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

- Yes (10 points)
 No (0 points)

59. 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

60. Team member interacted with you during your visit (other than when you picked up your food)? Yes (10 points) No (0 points)**61. Indicate what occurred during the interaction:****62. 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.

Team Experience**63. Indicate the name of the Team Member:**

Enter the Team Member name and answer the description questions in this section based on any other team member that interacts with you during your shop (i.e., not the same person as the Counter Service Associate unless they were the only one you interacted with).

64. Indicate the approximate age of the Team Member: 20 or less 21 - 25 26 - 30 31 - 35 36 - 40 41 - 45 46 - 50 51 - 55 56 or older**65. Indicate the gender of the Team Member:** Male Female Prefer not to answer**66. Was the Team Member wearing glasses?** Yes No**67. Indicate the hair color of the Team Member:** Auburn/Red Green/Blue/Purple Black Blonde Light Brown Brown Dark Brown Gray/White Shaved/Bald**68. Indicate the hair length of the Team Member:** Short Ear Length Shoulder/Collar Mid-Back Long Pulled Back/Up Shaved/Bald**69. Indicate the approximate height of the Team Member:** 5' or less 5'1" 5'2" - 5'3" 5'4" - 5'5" 5'6" - 5'7" 5'8" - 5'9" 5'10" 5'11" 6' - 6'1" 6'2" - 6'3" 6'4" plus

70. Indicate the apparent race of the Team Member:

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

71. Team member appearance

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

72. Was a team member making table visits and interacting with guests?

- Yes (10 points)
 No (0 points)

73. Manager is present and active on the floor

Managers will be wearing a polo shirt (vs. a t-shirt that regular employees wear).

- Yes (10 points)
 No (0 points)

74. Team Experience Supporting Narrative:

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

Overall Impression

75. 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 | |

76. 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 | |

77. 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 | |

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

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

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

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

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

82. 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.

83. Do you have a photo of your itemized receipt?

Select Yes and upload a photo of your itemized receipt.

- Yes
- No

Shop Validation

84. 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

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

Enter N/A if you uploaded your receipt.

86. Did you take a location exterior selfie photo?

Select Yes and upload your location exterior selfie.

- Yes
- No

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

Enter N/A if you uploaded your selfie.

END OF QUESTIONNAIRE