

# COMCAST UNIVERSAL SPHERE

ONSITE REGISTRATION WITH SPECIAL SITUATION

## INSTRUCTIONS • QUESTIONNAIRE

The Comcast Universal Sphere is a cinematic experience featuring a short film (10-15 minutes) presented in a dome theater. You will visit the location and make a same-day, onsite reservation to view the film. Tickets are free. You will evaluate the reservation process, staff interaction, theater experience, follow-up received after the event, and overall impression. You will also present a specific special situation and evaluate how it is addressed.

You will also visit the Comcast Experience video wall to watch the Holiday Spectacular show. This is a free special feature during the holiday season that is located down the street from the building where the Sphere is located. The Holiday Spectacular will be on a large screen. Refer to the map provided in these shop instructions and visit the [Comcast Center Campus website](#) for more information on where the Sphere and Holiday Spectacular are located. You must visit BOTH areas and watch BOTH shows for your shop to be valid.



### Before You Begin

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



### Don't Forget!

- Make Sphere reservation onsite, upon arrival
- Provide valid phone # or email address
- Present special situation & ask a question
- Note exact time ticket was scanned & exact time you receive follow-up



### General Requirements

- **Submission Deadline: 12:00 PM EST the day following your scheduled shop date.** The deadline is noted in eastern standard time. If your completed survey is not submitted to [shopperhub.cxgroup.com](#) by the deadline, it will be automatically cancelled.
- Read all instructions and the entire questionnaire before you complete the shop.
- Answer all questions and provide detailed supporting narrative to explain your responses.
- Upload a screenshot of your reservation confirmation as your receipt.
- Take a selfie photo for shop validation (this is part of your "receipt").
- You will be reimbursed up to \$25 for parking, bus/train, or rideshare expenses. There is free street parking available near the location as well as a lower-cost parking ramp available nearby. You must upload a valid receipt or screenshot to be eligible for reimbursement.
- Do not reveal your identity as a mystery shopper to anyone at any time.
- Do not say or do anything to limit the opportunity for the associate(s) to perform the behaviors the survey is designed to evaluate.

- If a Quality Assurance Editor contacts you for additional information or clarification about your experience, respond promptly.
- Retain all documentation for six months following your shop.
- You or your immediate family members cannot currently nor have ever worked for Comcast.
- Children are not allowed to accompany you on this shop. You may bring an adult guest, but it is not required.
- Failure to follow the shop specifications outlined in this document may result in cancellation and non-payment.



## Shop Instructions

### Step #1: Arrive at the Comcast Universal Sphere and make your reservation.

- Go on your assigned shop date during the assigned timeframe. You may look online ahead of time to view available showtimes, but DO NOT reserve your tickets online in advance! You must register onsite upon arrival and evaluate that process.
- The Sphere is located in the Comcast Technology Center upper lobby. Determine where to go to check in, and if there is a Universal Sphere Experience Guide present to welcome you and assist you. Note the number of Experience Guides present in the area surrounding the Sphere.
  - If you ARE proactively welcomed by a Guide, express interest in The Universal Sphere by asking what it is, and evaluate their explanation.
  - If you are NOT proactively welcomed by a Guide, approach one after a few minutes and ask what The Universal Sphere is to evaluate their response.
- Tell the Guide that you want to make a reservation for the next available showtime, and evaluate their assistance in the reservation process. Showtimes are typically every 15 minutes. If you are told that the next available showtime is longer than 30 minutes (2 showtimes) away, confirm when the next available showtime is and provide that information in your survey form.
- Enter your valid email address or cell phone number when asked for your contact information during the reservation process.
  - **You must enter a valid email address or valid cell phone number that can receive text messages.** This is how you will receive your ticket/confirmation, and you will also be evaluating follow-up received.
  - You must bring a smartphone with you from which you are able to access your email and/or that can receive text messages.
- Note the exact time you submit your reservation and the exact time you receive your email/text confirmation. This is your "ticket" so if you do not receive the confirmation, you must approach a Guide and ask for assistance.
- Note the exact time your ticket is scanned.
  - It is EXTREMELY IMPORTANT that you record the exact time. Do not guess! Discreetly look at your watch or phone and note the exact time.
- If the Guide who assists you is wearing a name tag, make every effort to discreetly read it. If the Guide is not wearing a name tag and does not introduce themselves, or the name tag is too small or difficult to read, you do not need to ask for their name. Provide all details in your narrative if you are unable to get the Guide's name. You must also provide a full description.

This is what the Comcast Universal Sphere looks like:



**Step #2: Present your Special Situation - your assigned Special Situation is Wheelchair Accessibility.**

- Present your special situation to any Experience Guide prior to entering the Sphere.
- You (or any guests you bring, if applicable) do NOT need to actually use a wheelchair to perform this shop, but you MUST present the situation to an Experience Guide to evaluate their response.
  - For example: "I'm thinking of bringing my mother-in-law/grandfather/etc. to this, but she/he uses a wheelchair. Are there accommodations for that?"
- Evaluate the Guide's response—were your needs addressed quickly and confidently, with care and compassion, and/or were any solutions offered?
- The Guide should inform you that the attraction can accommodate one wheelchair per show, or guests are welcome to self-transfer to the first row of seating.

**Step #3: Evaluate the Sphere experience.**

- Evaluate the Experience Guide who assists you after you enter the queue for the show. This person will lead you through your Sphere experience. This may or may not be the same person who assisted you with your reservation.
- Note the Guide's greeting and appearance, if they have a positive attitude and smile and make eye contact, do they make you feel comfortable, etc.
- Ask the Guide an open-ended question about the event and evaluate their response. This question must be DIFFERENT than your Special Situation! For example:
  - Where can I take my own photos?

- What are the child requirements if I want to bring my daughter, nephew, etc.?
- How much movement can I expect in the Sphere?
- If the Guide who leads your Sphere experience is wearing a name tag, make every effort to discreetly read it. If the Guide is not wearing a name tag and does not introduce themselves, or the name tag is too small or difficult to read, you do not need to ask for their name. Provide all details in your narrative if you are unable to get the Guide's name. You must also provide a full description.
- Once you enter the Sphere, note if the Guide makes a safety announcement.
- Evaluate your experience in the Sphere including volume, content, started on time, and length of film felt appropriate.
- Note if you are thanked for coming at the end of the experience.

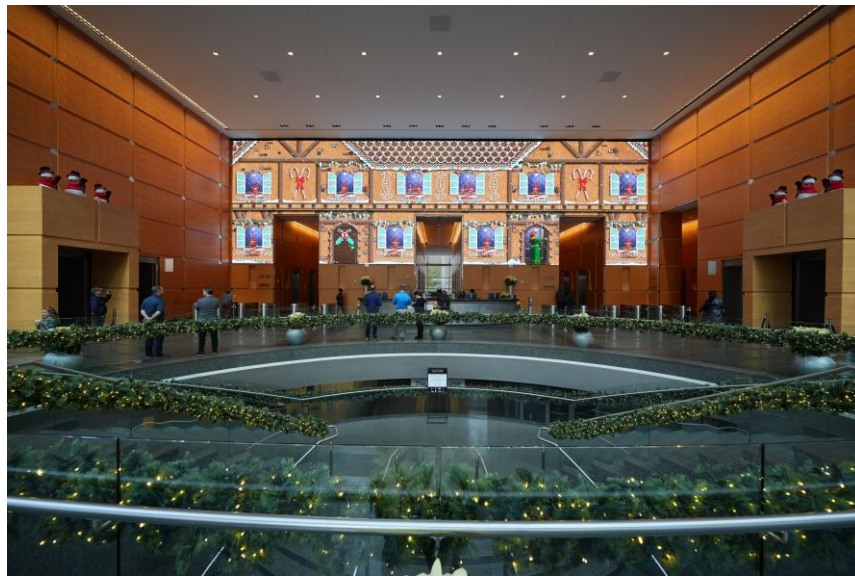
#### **Step #4: Evaluate follow-up and overall impressions.**

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

#### **Step #5: Visit the Holiday Spectacular at the Comcast Experience video wall and evaluate this experience.**

- Holiday Spectacular shows run at the top of every hour and are 15 minutes long. You can complete it before or after your Sphere experience, but MUST plan accordingly to ensure you do not run out of time and miss either show. If you have extra time in between, you must wait. Both shows must be evaluated for your shop to be valid.
- The Holiday Spectacular is located at the Comcast Experience video wall, which is a large screen located in a separate building, down the street from the building where the Sphere is located.
- Refer to the map in these instructions and visit the [Comcast Center Campus website](#) for more information on where the Holiday Spectacular is located.
- If you cannot find the Holiday Spectacular on your own, ask an employee where to go.
- Note if the Holiday Spectacular changes your impression of the Comcast brand, if it makes you think more positively of the Comcast brand, and/or if it makes you think of Comcast as an innovative company.
- Evaluate your likelihood to return or recommend the Holiday Spectacular, what was most memorable, and any opportunities for improvement.

This is what the Holiday Spectacular/Experience Wall looks like:



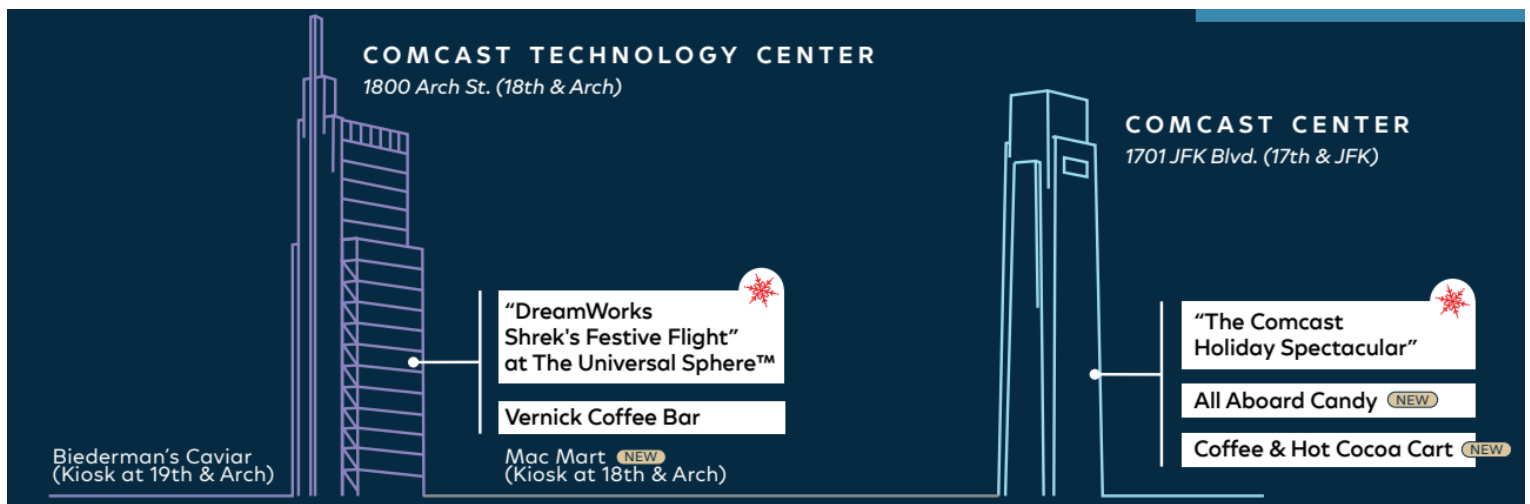
**Step #6: Evaluate your overall impression of the Comcast Center Campus.**

- The Comcast Technology Center (where the Sphere is located) and the Comcast Center (where the Holiday Spectacular is located) are both part of the Comcast Center Campus. There are other attractions available on campus as well.
- Note your expectations prior to your visit. Even if you have previously been to the Comcast Center Campus, think of your expectations through the lens of someone who has never been there before.
- Walk and explore the campus during your shop, and note if your visit met expectations.
- Other than the Sphere and Holiday Spectacular, note if you see or experience anything else during your visit (e.g., holiday-themed activities or displays, dining areas, visits with Santa, etc.).



## Map

- The Universal Sphere is located at the Comcast Technology Center. The Holiday Spectacular is located at the Comcast Center. Both areas are considered part of the Comcast Center Campus.
- [Click here](#) to view a PDF of the entire Comcast Center Campus map.





## Photo, Screenshot, & Receipt Requirements

### RESERVATION CONFIRMATION:

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

### LOCATION EXTERIOR SELFIE:

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

### TRAVEL RECEIPT—IF APPLICABLE:

To be eligible for parking/travel reimbursement:

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

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



# QUESTIONNAIRE

**Shop date:**

**Start time:**

**End time:**

## On-Site Registration

**1. Indicate the name of the Registration Associate:**

**2. Indicate the approximate age of the Registration 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    |                                      |

**3. Indicate the gender of the Registration Associate:**

- Male  
 Female  
 Prefer not to answer

**4. Was the Registration Associate wearing glasses?**

- Yes  
 No

**5. Indicate the hair color of the Registration 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       |                                      |

**6. Indicate the hair length of the Registration 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        |   |

**7. Indicate the approximate height of the Registration 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" |                                      |

**8. Indicate the apparent race of the Registration 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         |   |

**9. Date and time you arrived at the location:**

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

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

- Yes  
 No

**11. If yes, explain:****12. Was there a Universal Sphere Experience Guide present upon arrival to welcome you?**

- Yes (10 points)  
 No (0 points)

**13. Greeter Experience Guide is wearing a name tag**

- Yes (10 points)  
 No (0 points)

**14. Greeter Experience Guide appearance**

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

**15. If you asked what the Sphere was, did the Experience Guide give you a brief explanation?**

- Yes (10 points)  
 No (0 points)  
 N/A - did not ask what Sphere was

**16. Reservation process**

- Experience Guide explained the reservation process and provided assistance in making an on-site reservation (10 points)  
 Experience Guide explained reservation process but did not offer assistance in making an on-site reservation (5 points)  
 Experience Guide did NOT explain the reservation process or offer assistance in making an on-site reservation (0 points)

**17. Did the Experience Guide make you aware of accessibility offerings during the reservation process?**

- Yes (10 points)  
 No (0 points)

**18. Indicate the contact information you provided during your on-site registration:**

- Mobile Number  
 Email Address

**19. Did you receive confirmation after submitting your on-site reservation?**

- Yes (10 points)  
 No (0 points)

**20. Date and time your confirmation was received:***Format response as MM/DD/YYYY HH:MM AM/PM***21. Indicate your total wait time between submitting your on-site reservation and your actual reservation time:***Format response as mm:ss (e.g., 05:30 for 5 minutes 30 seconds)***22. Were you able to scan your ticket or told to wait?** Able to scan ticket Told to wait**23. If you were told to wait, did an Experience Guide direct you somewhere to wait and describe next steps (color system)?** Yes (10 points) No (0 points) N/A - not told to wait**24. On-Site Registration Supporting Narrative:***Explain the responses you selected for the On-Site Registration questions. Be sure to explain ALL responses of less than full point value. You must enter between 75 and 1000 characters.***Check-In / Arrival****25. Indicate the name of the Check-In Associate:****26. Indicate the approximate age of the Check-In Associate:** 20 or less 21 - 25 26 - 30 31 - 35 36 - 40 41 - 45 46 - 50 51 - 55 56 or older**27. Indicate the gender of the Check-In Associate:** Male Female Prefer not to answer**28. Was the Check-In Associate wearing glasses?** Yes No**29. Indicate the hair color of the Check-In Associate:** Auburn/Red Green/Blue/Purple Black Blonde Light Brown Brown Dark Brown Gray/White Shaved/Bald**30. Indicate the hair length of the Check-In Associate:** Short Ear Length Shoulder/Collar Mid-Back Long Pulled Back/Up Shaved/Bald

**31. Indicate the approximate height of the Check-In Associate:**

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

**32. Indicate the apparent race of the Check-In Associate:**

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

**33. Date and time of your reservation:**

*If you were unable to make a reservation, enter the date and time of the show you attended. Explain the details in your narrative. Format response as MM/DD/YYYY HH:MM AM/PM*

**34. Greeting**

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

**35. Was your ticket scanned?**

- Yes
- No

**36. Date and time your ticket was scanned:**

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

**37. Smiles and makes eye contact**

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

**38. Speaks clearly**

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

**39. Indicate the number of guests in the area during your experience:**

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

**40. Check-In / Arrival Supporting Narrative:**

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

## Special Situations

**\*\*The questions in this section refer to shops where a Special Situation was assigned. If you were assigned a Special Situation, select "Yes" when you get to the question that refers to your assigned situation. If you were not assigned any special situation, select "No" for all.\*\***

### 41. Were you assigned the "Hearing Impaired" special situation for this shop?

*The questions in this section refer to shops where a Special Situation was assigned. If you were assigned a Special Situation, select "Yes" when you get to the question that refers to your assigned situation. If you were not assigned any special situation, select "No" for all.*

Yes

No

### 42. When addressing your need for hearing impairment accommodations, was care and compassion displayed by the associate?

Yes (10 points)

Somewhat (5 points)

No (0 points)

N/A

### 43. Was your need for hearing impairment accommodations addressed quickly and in a manner that displayed confidence?

Yes (10 points)

Somewhat (5 points)

No (0 points)

N/A

### 44. Were you offered closed captioning glasses to wear?

*Select Yes if closed captioning glasses are mentioned/explained. You will likely not actually be offered the glasses, since you are presenting a hypothetical situation.*

Yes (10 points)

No (0 points)

N/A

### 45. If not, what was said or done?

### 46. Were you assigned the "Visually Impaired" special situation for this shop?

Yes

No

### 47. When addressing your need for visual impairment accommodations, was care and compassion displayed by the associate?

Yes (10 points)

Somewhat (5 points)

No (0 points)

N/A

### 48. Was your need for visual impairment accommodations addressed quickly and in a manner that displayed confidence?

Yes (10 points)

Somewhat (5 points)

No (0 points)

N/A

**49. Were you offered a descriptive audio device?**

*Select Yes if a descriptive audio device is mentioned/explained. You will likely not actually be offered the device, since you are presenting a hypothetical situation.*

Yes (10 points)

No (0 points)

N/A

**50. If not, what was said or done?****51. Were you assigned the "Service Animal" special situation for this shop?**

Yes

No

**52. When addressing your need for service animal accommodations, was care and compassion displayed by the associate?**

Yes (10 points)

Somewhat (5 points)

No (0 points)

N/A

**53. Was your need for service animal accommodations addressed quickly and in a manner that displayed confidence?**

Yes (10 points)

Somewhat (5 points)

No (0 points)

N/A

**54. Were you informed that service animals may ride and remain in lap or under seat, or that a kennel is available for the duration of the experience?**

*Select Yes if any of these solutions are mentioned.*

Yes (10 points)

No (0 points)

N/A

**55. If not, what was said or done?****56. Were you assigned the "Spanish Speaking" special situation for this shop?**

*You can choose to present Spanish or Mandarin Chinese as your language situation.*

Yes

No

**57. When addressing your need for language accommodations, was care and compassion displayed by the associate?**

Yes (10 points)

Somewhat (5 points)

No (0 points)

N/A

**58. Was your need for language accommodations addressed quickly and in a manner that displayed confidence?**

- Yes (10 points)  
 Somewhat (5 points)  
 No (0 points)  
 N/A

**59. Were they able to toggle the screen to Spanish and / or provide a printed guide script?**

*Select Yes if they explain they can toggle the screen or provide a printed guide (since this is a hypothetical situation, they will likely not actually do either). If you chose Mandarin Chinese as your language situation, give credit if they explain they can toggle the screen to Mandarin or provide a printed guide in Mandarin.*

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

**60. If not, what was said or done?****61. Were you assigned the "Wheelchair Accessibility" special situation for this shop?**

- Yes  
 No

**62. When addressing your need for wheelchair accommodations, was care and compassion displayed by the associate?**

- Yes (10 points)  
 Somewhat (5 points)  
 No (0 points)  
 N/A

**63. Was your need for wheelchair accommodations addressed quickly and in a manner that displayed confidence?**

- Yes (10 points)  
 Somewhat (5 points)  
 No (0 points)  
 N/A

**64. Were you informed that the attraction can accommodate one wheelchair per show, or guests are welcome to self-transfer to first row of seating?**

*Select Yes if either of these solutions are mentioned.*

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

**65. If not, what was said or done?****66. Were you assigned the "Sensory Friendly" special situation for this shop?**

- Yes  
 No

**67. Did the associate inform you about the upcoming Sensory Friendly show times when inquired?**

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

**68. Was the associate able to describe the show modifications within the Sensory Friendly experience?**

- Yes (10 points)  
 Somewhat (5 points)  
 No (0 points)  
 N/A

**69. Was language such as "Standard Show" and "Sensory Friendly Show" used during the description of the experience?**

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

**70. Did the associate further explain the sensory friendly devices available (noise-reducing headphones, light sensitivity glasses, sensory kits)?**

*Select Yes if any of these devices are mentioned.*

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

**71. Special Situations Supporting Narrative:**

*If you were not assigned a Special Situation, enter N/A (in that exact format). If you were assigned a Special situation, explain the responses you selected for the Special Situations questions. Be sure to explain ALL responses of less than full point value. You must enter between 100 and 1000 characters.*

**Experience Guide / Presentation****72. Indicate the name of the Experience Guide:****73. Indicate the approximate age of the Experience Guide:**

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

**74. Indicate the gender of the Experience Guide:**

- Male  
 Female  
 Prefer not to answer

**75. Was the Experience Guide wearing glasses?**

- Yes  
 No

**76. Indicate the hair color of the Experience Guide:**

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

**77. Indicate the hair length of the Experience Guide:**

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

**78. Indicate the approximate height of the Experience Guide:**

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

**79. Indicate the apparent race of the Experience Guide:**

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

**80. Experience Guide is wearing a name tag**

- Yes (10 points)  
 No (0 points)

**81. Experience Guide appearance**

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

**82. Experience Guide greeting**

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

**83. Speaks clearly**

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

**84. Smiles and makes eye contact**

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

**85. Makes you feel comfortable**

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

**86. Projects a positive attitude**

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

**87. Professional in conduct**

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

**88. Answers questions/demonstrates knowledge**

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

**89. Indicate the question you asked:****90. Indicate Experience Guide's response:****91. Experience Guide / Presentation Supporting Narrative:**

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

**The Universal Sphere Experience****92. Did the Experience Guide deliver a safety announcement (once you had entered the Sphere)?**

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

**93. Was the volume of the experience appropriate for the setting?**

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

**94. Content**

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

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

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

**96. If you experienced delay/operational issues, explain:****97. Length of film**

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

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

- Longer
- Shorter
- N/A

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

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

**100. The Universal Sphere Experience Supporting Narrative:**

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

## Post-Attraction Communication

**101. Did you receive an email/text after The Universal Sphere experience?**

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

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

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

**103. How was your follow-up received?**

- Email
- Text/SMS
- N/A

**104. Did you receive the correct experience photo?**

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

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

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

**106. Email/text contains working link to complete survey**

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

**107. Post-Attraction Communication Supporting Narrative:**

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

## Overall Impression

### 108. How would you describe your overall experience today?

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

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

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

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

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

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

- Yes
- Somewhat
- No

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

- Yes
- Somewhat
- No

### 113. Indicate what was most memorable about your experience:

### 114. What opportunities for improvement did you observe?

### 115. Did any specific team member enhance the experience?

- Yes
- No

### 116. If yes, explain how:

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

### 117. Overall Impression Supporting Narrative:

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

**"The Comcast Holiday Spectacular" at The Comcast Experience****118. How would you describe your overall experience today at The Comcast Holiday Spectacular?**

*In this section of the survey, evaluate your overall impression of "The Comcast Holiday Spectacular" show. All responses and commentary in this section should relate ONLY to your impression of the holiday show.*

- Truly Exceptional  
 Very Good  
 Average  
 Somewhat Disappointing  
 Unacceptable

**119. Based on your experience, how likely would you be to refer a friend or family member to The Comcast Holiday Spectacular?**

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

**120. Based on your experience, how likely would you be to return to The Comcast Holiday Spectacular?**

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

**121. How did your impression of the Comcast brand change, if at all, after The Comcast Holiday Spectacular?**

*Enter between 30 and 500 characters.*

**122. Did The Comcast Holiday Spectacular make you think more positively about the Comcast brand?**

- Yes  
 Somewhat  
 No

**123. Did The Comcast Holiday Spectacular make you think of Comcast as an innovative company?**

- Yes  
 Somewhat  
 No

**124. Indicate what was most memorable about The Comcast Holiday Spectacular:**

*Enter between 30 and 500 characters.*

**125. What opportunities for improvement did you observe for The Comcast Holiday Spectacular?**

*Enter between 30 and 500 characters.*

**126. The Comcast Holiday Spectacular Supporting Narrative:**

*Explain the responses you selected for The Comcast Holiday Spectacular questions. Be sure to explain ALL responses of less than full point value. Responses and commentary in this section should be based on your experience and impression of the holiday show ONLY. You must enter between 75 and 1000 characters.*

## The Comcast Holiday Spectacular - Special Situation

**127. Were you assigned the "Visually Impaired" special situation for this shop?**

- Yes  
 No

**128. When addressing your need for visual impairment accommodations, was care and compassion displayed by the associate?**

- Yes (10 points)  
 Somewhat (5 points)  
 No (0 points)  
 N/A

**129. Was your need for visual impairment accommodations addressed quickly and in a manner that displayed confidence?**

- Yes (10 points)  
 Somewhat (5 points)  
 No (0 points)  
 N/A

**130. Were you directed to download the ListenWIFI app on your mobile device and/or offered an audio descriptive device?**

*Select Yes if either the ListenWIFI app or a descriptive audio device is mentioned/explained. You will likely not actually be offered any device, since you are presenting a hypothetical situation.*

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

**131. If not, what was said or done?**

**132. Did you run into any glitches and/or error messages while using the Listen WIFI app?**

*Select "N/A - did not use the app" only if you were not directed to download the app after presenting your special situation. If the associate suggests that you download the app, you must do so and use/evaluate it.*

- Yes  
 No  
 N/A - did not use app  
 N/A - not assigned special situation

**133. Holiday Spectacular Special Situation Supporting Narrative:**

*If you were assigned the Visually Impaired Special Situation, explain the responses you selected for the Holiday Spectacular Special Situation questions. Be sure to explain ALL responses of less than full point value. You must enter between 100 and 1000 characters.*

## The Comcast Center Campus Overall Impression

**134. Prior to arriving to the Comcast Center Campus, what did you expect to see?**

*Comcast Center and Comcast Technology Center are part of the Comcast Center Campus. In this section of the survey, evaluate your impression of the entire Comcast campus. This includes the Universal Sphere, The Comcast Holiday Spectacular, AND any other attractions that you observed. For this question, you must enter between 30 and 500 characters.*

**135. Did your visit to the Comcast Center Campus meet your expectations?**

- Yes  
 No

**136. Explain why your visit did or did not meet your expectations:**

*Enter between 30 and 500 characters.*

**137. Other than The Universal Sphere and The Comcast Holiday Spectacular, did you see or experience anything else during your visit today?**

*Select all that apply. Count anything that you see, even if you do not participate in any additional attractions or activities.*

- Dining Experiences (Vernick Coffee Bar, The Concourse, Pizzeria Salvy)
- Holiday Passport activity
- Spread Cheer decorating station (Comcast Center Lower Level)
- Visits with Santa (select Fridays and Saturdays, Comcast Center Lower Level)
- Other

**138. If other, explain what else you visited:**

*Enter between 5 and 200 characters.*

**139. The Comcast Center Campus Overall Impression Supporting Narrative:**

*Explain the responses you selected for The Comcast Center Campus Overall Impression questions. Be sure to explain ALL responses of less than full point value. Responses and commentary in this section should be based on your entire experience and impression of the Comcast campus. You must enter between 75 and 1000 characters.*

**Shop Validation****140. Do you have a screenshot of your reservation confirmation?**

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

- Yes
- No

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

*Enter N/A if you uploaded your reservation confirmation.*

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

*Select Yes then upload your location exterior selfie photo.*

- Yes
- No

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

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

**144. Do you have a travel receipt?**

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

- Yes
- No

END OF QUESTIONNAIRE