

# COREPOWER YOGA

## FITNESS MYSTERY SHOP

# INSTRUCTIONS

## QUESTIONNAIRE

You will sign up online for a free yoga class at the assigned location, then visit the location for your scheduled class and evaluate your experience. After class, you will monitor your phone and email for follow-up for 7 full days.

### Before You Begin

- Review your shop confirmation
- Follow instructions to sign up for class online
- Know what to wear and what to bring to class
- Review photo & screenshot requirements
- Review follow-up requirements

### Don't Forget!

- Provide real name, phone, & email, and opt in to email/SMS when signing up for class online
- Stay for entire class & ask a question afterward
- Obtain name of yoga instructor
- Monitor for follow-up for 7 days after class



### General Requirements

- **Submission Deadline: 12:00 PM EST eight (8) days following your scheduled shop date** (e.g., if scheduled shop date is 1/1/2020, submit your completed survey by 12:00 PM EST on 1/9/2020). The deadline is noted in eastern standard time. If your completed survey is not submitted to [shopperhub.cxgroup.com](http://shopperhub.cxgroup.com) by the deadline, it will be automatically cancelled. **Please note you will need to fill out the majority of your survey IMMEDIATELY after your class so that your scheduler can track your progress—see details on next page.**
- Read all instructions and the entire questionnaire before you complete the shop.
- Answer all questions and provide detailed supporting narrative to explain your responses.
- Take a selfie photo for shop validation.
- Do not reveal your identity as a mystery shopper to anyone at any time.
- Do not bring any CX Group materials into the location.
- Do not say or do anything to limit the opportunity for the associate(s) to perform the behaviors the survey is designed to evaluate.
- Provide your real name, phone number, and email address when opting in to emails/SMS marketing.
  - This information should match your shopper profile. If you have an identifying email address (e.g., mysteryshopper123@gmail.com), please make sure you have a different/non-identifying email address listed on your shopper profile and that is the one you should provide when opting in to marketing.
  - The client is able to review call, text, and email records for verification. If it is discovered that you provided invalid or fake contact information, your shop will not be valid and payment will be forfeited.
- Fill out the class experience portion of your survey immediately upon returning home, so that your scheduler can confirm you completed the shop. You must wait 7 days to finish and submit the survey so that you can evaluate follow-up received, then submit your completed survey by the deadline.

- 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 CorePower Yoga or a similar competitive fitness brand.
- 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.

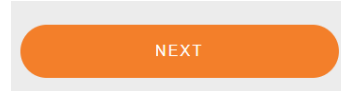


**Keep Your Survey Updated – your shop will be subject to cancellation if you do not follow these requirements.**

- This shop has a 7-day follow-up component. Immediately upon returning home from your class, fill out the class experience portion of your survey so that your scheduler can confirm that you completed the shop.
- **You must answer all the questions about your class experience, upload all required photos, AND write detailed narrative by 12PM EST the day following your shop date.**
- By 12PM EST the day after your class, the only section of your survey with blank responses should be the follow-up communication section. If you do not fill out the class experience sections of your survey by this deadline, your shop will be subject to cancellation.
- Immediately after the 7-day follow-up period has passed, finish and submit your survey. Be sure to wait the full 7 days (e.g., if your class was at 2PM, do not submit until after 2PM on the 7th day).

#### How to Save Your Survey Responses

- Click the orange “NEXT” button to navigate to the next page.
- You will need to answer all questions on a page (even if they are in a different category) in order to proceed to the next page.
- Clicking the orange “NEXT” button is what triggers your responses on that page to save!



## Shop Instructions

### **Step #1: Sign up online for a free yoga class at your assigned location.**

- Visit the new student offers page on the CorePower website: [corepoweryoga.com/content/new-student-offers](https://corepoweryoga.com/content/new-student-offers)
- Click “Get My Free Week” and create a profile.
- You MUST opt in for CorePower’s email/SMS marketing. You will later be evaluating follow-up received, so you MUST provide valid information (i.e., you must enter your real name, phone number, and email address). It is standard practice for the staff to follow up with each new student after a visit.
  - Your shop will be invalid if you do not opt in.

- To opt in to CorePower's email/SMS marketing:

### Create Account

Create your CorePower Profile

First Name  
[REDACTED] TEST

Last Name  
[REDACTED] TEST

Email Address  
[REDACTED]@gmail.com

Confirm Email Address  
[REDACTED]@gmail.com

Send me emails about CorePower studio news, events and special offers.

Password  
[REDACTED] SHOW

- At least 8 characters
- 1 number
- 1 uppercase letter
- 1 lowercase letter

By clicking 'Create Account', I accept the [CorePower Yoga Terms of Use](#), which includes an Arbitration Agreement with Class Action Waiver.

**CREATE ACCOUNT**

### Please Provide Your Phone Number


We'll send a text to your phone number to verify your account

Enter your phone number:

Phone number  
+1 [REDACTED] [REDACTED] [REDACTED]

Confirm Phone number  
+1 [REDACTED] [REDACTED] [REDACTED]

By clicking continue, I agree to receive a one-time text message to the number above to verify my account. Message & data rates may apply.

I'm not a robot 

**CONTINUE**

## Help us confirm it's really you

We sent a text with your verification code to  
+1 [REDACTED] [REDACTED] [REDACTED]

We resent your verification code.

Enter your 6-digit code:

Verification code is required

Can't find your code? Click here to [resend](#). Or click here to [Contact Us](#)

**VERIFY ACCOUNT**

Having issues? Contact Customer Service at [info@corepoweryoga.com](mailto:info@corepoweryoga.com) or 833-448-2561.

## Stay in the know!

Keep up with all things CorePower when you sign up for marketing texts!

Never miss an update on studio openings, exclusive promos and more!

Phone Number  
+1 [REDACTED] [REDACTED] [REDACTED]

By providing my mobile number, checking this box and clicking COUNT ME IN, I agree to receive recurring automated promotional and personalized marketing text (SMS and MMS) messages (e.g. cart reminders, promotions and special events) from CorePower Yoga to the mobile number I provided when signing up. Consent is not a condition of any purchase. Reply HELP for help and STOP to cancel. Msg frequency varies. Msg & data rates may apply. By providing my mobile number checking this box and clicking COUNT ME IN, I am signing this consent electronically and acknowledging that I read and agree to the [Student Terms & Conditions](#), [Terms of Use](#) including an Arbitration Agreement with Class Action Waiver, [Messaging Terms](#) including the eSignature Notice & [Privacy Policy](#).

**COUNT ME IN**

- If prompted to choose a home studio, select the location that aligns with your assigned shop location.
- Click “Book a Class” and find your assigned studio location.
- Browse classes under the “Studio” header only (NOT the “Live” header). Studio classes are in-person, and these are the only classes eligible for this shop. If you take a livestream class, your shop will not be valid.
- Select a class that aligns with your current fitness level and occurs on your assigned shop date. Click “Book.”
  - C1 classes are recommended for beginners.
  - C2 and Yoga Sculpt are more intense/advanced.
  - Yoga Sculpt classes are fast-paced and high-energy with loud music. If you select a Yoga Sculpt class, your survey evaluations must be based on that type of environment.
  - All CorePower classes combine mindfulness, breath, and movement.
  - All classes are heated.
- Do not join a waitlist. You must actually book a class that occurs on your assigned shop date.
- If no classes are available on your assigned shop date, contact your scheduler to request a reschedule date. Do not book a class until your reschedule date is confirmed by your scheduler.

### Step #2: Prepare for your class.

- Arrive 10-15 minutes before class, but no earlier or later than that.
- Bring your valid ID as you may be asked for it to verify that you are a new student.
- Bring a yoga mat, towel, and water. A lock is optional if you wish to lock up your belongings in the locker room during class. You will not be able to bring your phone or other personal items into the studio.
- You must wear appropriate workout gear (athletic pants/top, etc.). Shoes are not permitted in the studio, so wear socks if you do not want to go barefoot.
- You must stay for the ENTIRE yoga class AND for a short time after to accurately evaluate certain staff behaviors.
- The client will be able to verify that you attended class and reviews video recording footage. Your shop data must align with the location's video recording footage.

### Step #3: Arrive for your scheduled yoga class.

- Evaluate the cleanliness and maintenance of the exterior, merchandise, front desk, studio area, equipment, and locker room.
- Look for promotional signage and evaluate if it is eye-catching and in good condition.
  - e.g., freestanding placards, chalkboards, magnets, easels, banners, posters, business card display, etc.
- Note how many staff members are present. There should be 1-2 associates and they will be in workout clothes.
- Wait at least 1 minute to be acknowledged. If you are not assisted within a few minutes, politely indicate to a staff member that you need help checking in.
- After you provide your name, the staff should be able to find you in the system and see that you are a new student. If not, indicate you are new to prompt the conversation.
- Evaluate the greeting and the initial conversation with the front desk staff member—do they ask how you are doing, if it's your first time, any personalization questions about your fitness level or current routines/habits, if you would like a studio tour, etc.
- If you are not proactively offered a tour, ask for one at the end of the conversation and before the start of class.

- Evaluate if you are given a New Student Welcome Package. If yes, store it with your belongings to take home with you after class. You will need to provide photos of the Welcome Package in your survey form. The Welcome Package could include items such as:
  - Know Before you Flow Handout
  - Range of Intensity Brochure
  - Yoga Etiquette Flyer
  - New Student Locker Sign

#### **Step #4: Evaluate your class experience.**

- Note if the class starts on time, if the instructor introduces themselves and/or uses the names of students throughout class, and if they are visible and moving through the space during class.
  - The instructor's description and name are required. Ask after class if they don't introduce themselves.
- Evaluate if the instructor offers verbal cues, motivates the class, is easy to follow, demonstrates/offers modifications, and if they seem excited about teaching the class.
- Note if the instructor is easy to hear. They may or may not be wearing a headset but regardless should be easy to hear and understand throughout class.
- When class is wrapping up, note if the instructor shares announcements, and if they seem friendly and approachable. Go through any cooldown stretches. Do not rush out of class at the end.
- Ask a knowledge question at the end of class to prompt the post-class interaction. If the instructor does not approach you within a few minutes of class ending, go up to them and say, "This was my first class, and I just have a question..."
  - Do not ask about packages or pricing. You will later evaluate if this information is offered proactively.
  - Valid questions include:
    - Now that I've taken this class, what other classes are similar?
    - How does the free week promotion work? Are there limitations on how many classes I can take?
    - If I book a class and can't make it, how do I let someone know? Are there any late policies or missed class policies?
    - Which classes are usually less busy?
    - What is weekend class availability like?
    - Are there teachers who are more advanced or teachers who are better for beginners?
- If your class instructor is not available/approachable after class, approach any other staff member (at the front desk, etc.) for the post-class interaction. Remember their full description and get their name if possible. You must have a post-class interaction for your shop to be valid.
- Separate from your knowledge question, evaluate if a staff member explains memberships and pricing, and if they ask you to join today (or make statements that assume you will be joining).
  - You may be directed to meet with a sales advisor or other specific staff member about memberships and pricing. If offered, you must meet with the sales advisor briefly to evaluate what is said about memberships and pricing.

- Provide an objection—I need to think about it, I want to use my free week first, I want to speak to my spouse/partner, I'm not sure about the price/commitment, etc.—and evaluate if the staff member attempts to overcome your objection.
  - Do not give the objection that the location is too far or that there is a different location closer to you, as this could compromise your identity as a mystery shopper, and it also does not give the staff member a fair opportunity to overcome your objection.

### Step #5: Evaluate follow-up communication received within 7 days after your class.

- Evaluate ALL follow-up communication received from CorePower Yoga within 7 days AFTER your visit. This includes any communication received via phone, email, text, etc., including any marketing emails, retail discounts, promotions for signing up for teacher classes, both automated and personalized emails, etc.
- **You must document every single follow-up contact received within 7 days AFTER your visit in your survey form, following the requirements outlined below.**
- You should expect to receive follow-up from at least one channel of communication—phone call, email, and/or text message. All channels of communication are equally important, so be sure to monitor closely.

#### Phone Calls & Text Messages

- Monitor your phone for missed calls, voicemails, and text messages, for the full 7 days after your class.
- Phone calls and text messages are not from a standard or centralized number. If you miss the call, the associate should leave a voicemail to help you identify the missed call as being from CorePower, but they also may not. Be sure to check your call log in addition to your voicemails to see if you missed any calls from the location number and/or unfamiliar numbers.
- For text messages, it should be clear from the context of the text that it came from CorePower.
- If applicable, screenshots of your call log, voicemail, and/or text messages are required to be uploaded into the survey.

#### Emails

- Monitor your email (including junk/spam folders), for the full 7 days after your class.
- ALL emails received during this 7-day time period count as receiving follow-up. Many shoppers receive multiple emails. ALL emails MUST be accurately documented in your survey form.
- Emails received may be automated marketing emails or personalized emails from a staff member. You may also receive redundant emails. Each instance counts as a follow-up, even if the information is repetitive.
- You must copy/paste into your survey form, ALL email responses received within 7 days after your class. Do not paraphrase or only copy/paste some of the emails. We need ALL of the emails received from the time your class ends until 7 days later.
- Screenshots of ALL email responses received within 7 days after your class are required to be uploaded into the survey. Do not only upload some screenshots. We need screenshots of ALL emails received from the time your class ends until 7 days later.
- Any emails received BEFORE your class do NOT count (e.g., reminder emails, class confirmation). Please do not upload or copy/paste any emails received before your visit, as this makes it more difficult to process your survey.

- Do not submit your survey before the full 7-day time window has passed! Even if you receive a follow-up attempt right away, you must still monitor for ALL OTHER follow-up received within the 7-day period (e.g., you might get an email the same day after class, a phone call the next day, and several emails three or four days later—all of these contacts would need to be reported in your survey form).
- You must accurately report ALL follow-up attempts. The client is able to review call, text, and email records for verification.
- Note how many times a sales advisor reaches out—i.e., the total number of contact attempts across all channels.
- If you speak to a sales advisor on the phone, allow them to speak freely and without interruption when explaining the different memberships and offers.
- Note if the sales advisor invites you to take another class and/or offers to sign you up for Intro Month.
  - If the sales advisor offers Intro Month, provide an objection (e.g., I still want to think about it, I'm not sure about the commitment, I want to talk to my spouse/partner first, etc.) and evaluate the advisor's response.
- Note if the sales advisor offers special pricing, additional savings, discounts, or other products such as class packages or drop-ins.
- Note if the sales advisor reviews the benefits of an All Access Membership.

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

- Answer these questions based on the new student experience and the customer service received.
- Do not mark down for reasons like price, difficulty of workout, where the studio is located, or other factors outside the staff's control.
- AFTER THE 7 DAY FOLLOW-UP PERIOD, you may unsubscribe from emails and/or tell the location you are not interested in being a member. Do NOT do this until AFTER the 7-day period has passed, or your shop will be invalid. You must maintain interest across all channels for the full 7-day period.

**Don't forget to submit your survey 7 days after your class! Set an alarm on your phone if you think you will forget.**

You must wait the full 7 days after your class to evaluate follow-up. Be sure not to submit too early—e.g., if your class ended at 2PM, do not submit until after 2PM 7 days later. However, if you forget to submit your survey by the noted submission deadline, it will be automatically cancelled by the system, and payment will be forfeited.



## Photo Requirements

### LOCATION EXTERIOR:

- Take at least one (1) photo of the CorePower studio location storefront/exterior.
- This should be a zoomed out photo showing the full storefront and exterior signage. If there are location identifiers present (address on front door, etc.), include in the photo.
- You should NOT be visible in this photo.

### WELCOME PACKAGE

- If applicable, take at least one (1) photo of the Welcome Package received.

## UNCLEAN OR UNKEPT AREAS:

- If applicable, take at least one (1) photo of each unclean or unkept area. For example:
  - Unclean areas would include any area of the studio with a noticeable amount of dirt/debris present (e.g., noticeable amount of dirt on the floors).
  - Unkept areas would include any area of the studio that is not well-maintained (e.g., damage to the floor, ripped mats, weights display not organized).
- Do not take photos in sensitive areas like the restroom, locker room, or shower areas. If these areas need attention, describe the issues in your survey.

## FOLLOW-UP COMMUNICATION: PHONE CALLS, TEXT MESSAGES, EMAILS

- Take screenshots of ALL follow-up communication that you received within 7 days after your class.
- Phone Calls
  - Take a screenshot of your call log for answered/missed calls, showing the date and time you received the call and the phone number it came from.
  - Take a screenshot of your voicemail page or showing the voice-to-text message if you received a voicemail.
- Text Messages
  - Take a screenshot of the text message you received, showing all content and the phone number it came from.
  - If you cannot fit the content into one screenshot, take multiple screenshots.
- Emails
  - Take a screenshot of EACH email you received within the 7-day follow-up period.
  - If you cannot fit the content into one screenshot, take multiple screenshots.
  - For email follow-up, you will also need to copy/paste the exact content into your survey form. Do not paraphrase; you must copy/paste the exact content.
  - Screenshots and copy/paste should show the email address the communication came from and the date and time it was sent.
  - Remember to count ALL emails received within 7 days AFTER your visit (i.e., from the time your class ends until 7 days later). Most shoppers receive multiple emails, and ALL emails will need to be documented in your survey form (both with screenshots and copy/paste the content).

## 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.
- The photo must reflect that you are wearing appropriate athletic attire for a yoga class (and show your yoga mat in the picture, if you brought your own mat).

- Note that this photo is different from the regular location storefront photo that you will upload in your survey.
- You should NOT be in the regular location exterior photo that you upload in your survey, but you MUST be in the selfie photo that you upload in the Shop Validation section—these are two different pictures.

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



# QUESTIONNAIRE

**Shop date:**

**Start time:**

**End time:**

## Studio Appearance/Environment

### 1. Do you have a photo of the location exterior?

*Select Yes and upload your photo of the location exterior.*

Yes

No

### 2. Location exterior (parking lot, walkways, landscaping, etc.)

Free of litter and debris and well-maintained (10 points)

Minor litter or debris visible - not completely maintained (5 points)

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

### 3. Merchandise

*Select N/A if merchandise such as clothing and headphones are not present at your assigned location.*

Appears neatly displayed, free of dust/debris, and in good condition (10 points)

Attention needed (0 points)

N/A

### 4. Studio signage

*Look for freestanding placards, chalkboards, magnets, easels, banners, posters, business card display, etc.*

Promotional signage is present and eye-catching (e.g., stands out, info on classes/fitness programs, upcoming announcements, Teacher Training, Intro Month poster, SET flyer, etc.) (10 points)

Promotional signage is present BUT not appealing (e.g., difficult to see, gets lost in the mix of the rest of the environment, torn, etc.) (5 points)

Promotional signage is not displayed or available (0 points)

### 5. Front desk

Appears clean and uncluttered (10 points)

Does NOT appear clean and uncluttered (0 points)

### 6. Studio area - cleanliness

All areas of studios are clean (5 points)

Attention needed to cleanliness (noticeable amount of dirt/debris present) (0 points)

### 7. Do you have a photo of the unclean area?

*Select Yes and upload at least one photo of the unclean area, if applicable.*

Yes

No

N/A

**8. Studio area - maintenance/functionality**

- All areas of studios are well maintained (floor, mats, weighted area, etc.) (5 points)
- Attention needed to maintenance of floor, mats, weighted area, etc. (noticeable amount of damage to floor, mats, walls) (0 points)

**9. Do you have a photo of the unkept area?**

*Select Yes and upload at least one photo of the unkept area in need of maintenance, if applicable.*

- Yes
- No
- N/A

**10. Equipment - cleanliness**

- All equipment observed was clean (5 points)
- Most equipment observed needed attention for cleaning (0 points)
- N/A - was not closely shown the equipment

**11. Equipment - maintenance/functionality**

- All equipment observed is in good working order OR only minor attention needed to equipment (5 points)
- Substantial attention needed to equipment OR more than 4 pieces of equipment were not functional (0 points)
- N/A - was not closely shown the equipment

**12. Which locker room did you visit?**

- Women's
- Men's

**13. Locker room - cleanliness**

- All areas of the locker room (floor, lockers, benches, walls, vents) were clean (5 points)
- Substantial attention needed to cleanliness (0 points)

**14. Locker room - maintenance/functionality**

- Locker room well-maintained (5 points)
- Substantial attention needed to maintenance (0 points)

**15. Shower stall - cleanliness**

- All shower stalls observed were clean and free of hair (5 points)
- Substantial attention needed to cleanliness OR hair was observed (0 points)
- N/A - did not observe shower stall or all were in use

**16. Shower stall - maintenance/functionality**

- All shower stalls observed were well-maintained and functioning (5 points)
- Substantial attention needed to shower stall maintenance (0 points)
- N/A - did not observe shower stall or all were in use

**17. Studio Appearance/Environment Supporting Narrative:**

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

## First Impression

### 18. How difficult was it to book your class?

- Easy
- Average
- Difficult

### 19. What yoga class did you take?

- Yoga Sculpt
- CorePower 2
- CorePower 1
- Core Restore
- Hot Power Fusion
- Hot Yoga
- CorePower Strength X

### 20. Indicate the start time of the class:

*Format response as HH:MM AM/PM (e.g., 2:30 PM)*

### 21. Indicate the name of the Associate who greeted you:

### 22. Indicate the approximate age of the Greeter:

- 20 or less
- 21 - 25
- 26 - 30
- 31 - 35
- 36 - 40
- 41 - 45
- 46 - 50
- 51 - 55
- 56 or older

### 23. Indicate the gender of the Greeter:

- Male
- Female
- Prefer not to answer

### 24. Was the Greeter wearing glasses?

- Yes
- No

### 25. Indicate the hair color of the Greeter:

- Auburn/Red
- Green/Blue/Purple
- Black
- Blonde
- Light Brown
- Brown
- Dark Brown
- Gray/White
- Shaved/Bald

### 26. Indicate the hair length of the Greeter:

- Short
- Ear Length
- Shoulder/Collar
- Mid-Back
- Long
- Pulled Back/Up
- Shaved/Bald

**27. Indicate the approximate height of the Greeter:**

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

**28. Indicate the apparent race of the Greeter:**

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

**29. Acknowledgment Timing**

- Within 10 seconds or less (10 points)
- Between 10 and 30 seconds (7 points)
- Between 31 seconds to one minute (3 points)
- I was not acknowledged within one minute (0 points)

**30. How many staff members were at the front desk?**

*Format response as a whole number (e.g., 1)*

**31. Indicate what question(s) you were asked at the front desk: (your name does not count)**

- How I was doing
- If this was my first time at CorePower Yoga
- More personalization questions
- Offered a studio tour
- Other
- No questions asked except my name

**32. If Other, indicate question(s) you were asked:****33. Warm and welcoming greeting**

- Greets you in a manner that conveys genuine enthusiasm (smiles and uses eye contact, an energetic/upbeat tone of voice, and open body language - upright or leans in towards you, arms uncrossed) (10 points)
- Greets you in a manner that was polite/professional, but there was opportunity for more enthusiasm (more smiling, eye contact, energetic/upbeat tone of voice, open body language) (5 points)
- Greets you in a manner that was unwelcoming, disinterested, or distracted (0 points)

**34. Indicate how busy the facility was during your visit:**

- Extremely busy
- Somewhat busy
- Not busy

**35. Provides undivided attention**

Listens attentively, gives undivided attention without interruption or distraction, and does NOT make you feel rushed (10 points)

Minor opportunity exists for more attentive listening OR was interrupted or is distracted once or twice during your interaction (5 points)

Substantial opportunity exists for more attentive listening, appears disengaged / unfocused, OR made you feel rushed (0 points)

**36. Offers you a free mat and towel**

Yes (10 points)

No (0 points)

N/A - I brought my own mat/towel

**37. Indicate if the staff member specified this is for students new to CPY only and explained the charge for rental after first visit:**

*If you were offered a free mat and towel, explain what the staff member told you. Indicate if they said they only provide it for free to new CorePower guests and that there is a rental charge after the first visit. Enter between 40 and 1000 characters.*

**38. Offers you a welcome package**

*The Welcome Package could include items such as: Know Before you Flow Handout; Range of Intensity Brochure; Yoga Etiquette Flyer; New Student Locker Sign*

Yes

No

**39. Do you have a photo of the welcome package provided?**

*Select Yes and upload at least one photo of the welcome package, if applicable. If there were multiple flyers/papers in the package, take photos of everything provided.*

Yes

No

N/A

**40. Explains what type of weights are needed for class**

Yes (10 points)

No (0 points)

N/A - no weights needed or did not use

**41. First Impression Supporting Narrative:**

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

**Class Experience****42. Indicate the name of the Instructor:****43. Indicate the approximate age of the Instructor:**

20 or less

21 - 25

26 - 30

31 - 35

36 - 40

41 - 45

46 - 50

51 - 55

56 or older

**44. Indicate the gender of the Instructor:**

- Male
- Female
- Prefer not to answer

**45. Was the Instructor wearing glasses?**

- Yes
- No

**46. Indicate the hair color of the Instructor:**

- Auburn/Red
- Green/Blue/Purple
- Black
- Blonde
- Light Brown
- Brown
- Dark Brown
- Gray/White
- Shaved/Bald

**47. Indicate the hair length of the Instructor:**

- Short
- Ear Length
- Shoulder/Collar
- Mid-Back
- Long
- Pulled Back/Up
- Shaved/Bald

**48. Indicate the approximate height of the Instructor:**

- 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

**49. Indicate the apparent race of the Instructor:**

- African-American
- Caucasian
- East Asian
- South Asian
- Hispanic
- Middle Eastern or Arab
- Native-American
- Other
- Prefer not to answer

**50. Class starts on time**

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

**51. Instructor introduces self**

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

**52. Instructor uses names of students throughout class**

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

**53. Instructor is visible from anywhere in the studio or moves throughout the space during class** Yes (10 points) No (0 points)**54. Instructor offers verbal cues of each sequence coming up during class so you know what to expect***e.g., Sun A, Sun B, cardio* Yes (10 points) No (0 points)**55. Instructor motivates/inspires students throughout the class***e.g., "keep up the hard work"* Yes (10 points) No (0 points)**56. Instructor is easy to follow** Yes (10 points) No (0 points)**57. Instructor demonstrates/offers modifications for each sequence through class** Yes (10 points) No (0 points)**58. Instructor offers personal adjustments to students (or yourself) during class** Yes, I received both verbal and hands-on assists (10 points) Yes, I received hands-on assists (physical adjustments to help with alignment/form and connection) (7 points) Yes, I received verbal assists (cues to help with alignment and form) (5 points) No, I did not receive any verbal or hands-on assists (0 points)**59. Instructor is excited and enjoys teaching the class** Yes (10 points) No (0 points)**60. Instructor is easy to hear throughout class***e.g., headset or sound system is available for instructor to use* Yes (10 points) No (0 points)**61. Instructor is friendly and approachable***e.g., "I will be here for a few minutes after class if you have any questions"* Yes (10 points) No (0 points)**62. How would you rate your experience with the yoga teacher?** 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.

**63. How would you rate the quality of the class?**

- Intensity was great, had balance of challenge and rest/restore, would take again  
 It was good and I felt safe but I don't think I would return to the class  
 I didn't feel challenged, not enough intensity

**64. Instructor shared announcements regarding teacher training or studio special events**

- Yes (10 points)  
 No (0 points)

**65. Class Experience Supporting Narrative:**

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

**Post-Class Interaction****66. Indicate the name of the Associate:**

*The associate name and description in this section refers to the associate with whom you had your post-class interaction. This may or may not be your instructor. If your instructor is not available/approachable after class, approach any other staff member (at the front desk, etc.) for the post-class interaction.*

**67. Indicate the approximate age of the 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    |                                      |

**68. Indicate the gender of the Associate:**

- Male  
 Female  
 Prefer not to answer

**69. Was the Associate wearing glasses?**

- Yes  
 No

**70. Indicate the hair color of the 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       |                                      |

**71. Indicate the hair length of the 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        |   |

**72. Indicate the approximate height of the 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" |                                      |

**73. Indicate the apparent race of the 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         |   |

**74. Reconnects after class (e.g., instructor asked how you were feeling, if you had any feedback on the class, or any other personalized question)**

*Select Yes if the instructor proactively interacts with you/asks any personalized questions after class. Give them opportunity to do so (e.g., go through cooldown stretches, do not rush out after class). If not and you have to approach them for the post-class interaction, select No.*

- Yes (10 points)  
 No (0 points)

**75. Demonstrates knowledge**

- Thoroughly answers questions (or finds someone who can) AND uses language that projects high confidence in his/her knowledge (10 points)  
 There was opportunity to more thoroughly answer questions (or find someone who could) OR there was opportunity to project higher confidence in his/her knowledge (5 points)  
 Does NOT thoroughly answer questions (and did not find someone who could) OR projected low confidence in his/her knowledge (0 points)

**76. Indicate question you asked:**

*Do not ask about packages or pricing. You will later evaluate if this information is offered proactively.*

**77. Indicate staff member's response:****78. Positive/upbeat attitude**

- Projects a friendly, outgoing attitude and seems to sincerely enjoy assisting you (uses upbeat tone of voice that conveys enthusiasm and energy about the studio) (10 points)  
 Is friendly and polite, but there is opportunity for improvement (e.g., uses minimal gestures and a positive, steady tone) (5 points)  
 Appears to be going through the motions / seems disinterested OR is impolite (0 points)

**79. Clearly explains pricing option(s)**

- Fully explains the membership options and clearly calls out any additional costs (10 points)  
 Opportunity exists to better explain the membership options (somewhat unclear or clarifying questions need to be asked) (5 points)  
 Does NOT explain the membership options at all (0 points)

**80. Potential membership/class package offerings**

- Explains/offers class package pricing
- Explains/offers membership pricing
- Explains intro month discount on membership
- Explains membership benefits
- None of the above

**81. Potential membership/class offerings discussed**

Select 'Yes' if the staff member did any of the following; Explains/offers class package pricing, Explains/offers membership pricing, Explains intro month discount on membership, OR Explains membership benefits.

- Yes (5 points)
- No (0 points)

**82. Indicate what the staff member said when asking you about membership options:**

If applicable, explain what the staff member said about pricing, membership options, and class package options. Enter between 40 and 1000 characters.

**83. Attempts to overcome objections**

Do NOT give the objection that the location is too far or that there is a different location closer to you. Provide an objection that allows the staff member a fair opportunity to overcome it, such as: I need to think about it, I'm not sure about the price/commitment, etc.

- Uses positive tone of voice, tries to understand your objection, AND provides information to encourage you to join (10 points)
- Uses positive tone of voice but does not both seek to understand your objection and provide information to encourage you to join (5 points)
- Criticizes your decision OR does not use a positive tone of voice (0 points)
- N/A - not offered membership

**84. Expresses appreciation**

- Offers a positive closing remark (e.g., "thank you," "have a nice day," etc.) AND made attempt to continue relationship (e.g., "hope to see you in another class soon") (10 points)
- Offers a positive closing remark OR made attempt to continue relationship (5 points)
- Does not offer a positive closing remark and does not make attempt to continue relationship (0 points)

**85. Post-Class Interaction Supporting Narrative:**

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

**Overall Impression****86. Based on your visit today, how would you rate your overall experience?**

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

**87. Based on your visit today, how likely would you be to return to this location for future classes?**

Base your response on the new student experience and the customer service received. Do not mark down for reasons like price, difficulty of workout, where the studio is located, or other factors outside the staff's control.

- 0
- 1
- 2
- 3
- 4
- 5

- 6
- 7
- 8
- 9
- 10

**88. Based on your visit today, how likely would you be to recommend this location to friends and family?**

*Base your response on the new student experience and the customer service received. Do not mark down for reasons like price, difficulty of workout, where the studio is located, or other factors outside the staff's control.*

- 0
- 1
- 2
- 3
- 4
- 5

- 6
- 7
- 8
- 9
- 10

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

*Enter between 3 and 1000 characters.*

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

*Enter between 3 and 1000 characters.*

**91. 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. You must enter between 75 and 1000 characters.*

## Sales Advisor Follow-Up

**92. I confirm that I have checked my email and spam folders for all follow-ups and marketing emails received within the past 7 days:**

*From the time your class ends until a full 7 days later, monitor your email for ALL communication received from CorePower. This includes ALL types of emails - marketing emails, advertisements, emails directly from the studio, both automated and personalized emails, etc. Be sure to check your junk/spam folders.*

- Yes
- No

**93. I confirm that I have checked text messages for all follow-ups and marketing text messages received within the past 7 days:**

*From the time your class ends until a full 7 days later, monitor your phone for ALL text messages received from CorePower.*

- Yes
- No

**94. I confirm that I have checked for missed calls/voicemails for follow-ups and marketing calls received within the past 7 days:**

*From the time your class ends until a full 7 days later, monitor your phone for ALL phone calls received from CorePower. Be sure to check your missed calls and voicemails.*

- Yes
- No

**95. I acknowledge that I opted into CPY's email/SMS marketing when creating my account, using valid contact information:**

Yes

No

**96. Indicate the phone number you provided to CPY:**

*Indicate YOUR phone number that you provided to CorePower when registering for your class/setting up your profile.*

**97. Indicate the email address you provided to CPY:**

*Indicate YOUR email address that you provided to CorePower when registering for your class/setting up your profile.*

**98. Did you meet a studio sales advisor in-studio or team member that was able to assist in educating about the membership options and pricing?**

Yes

No

Not sure

**99. Indicate all types of follow-up you received from CorePower Yoga (from a sales associate, marketing, CorePower the company, etc.) after taking your first class:**

*Select all that apply. In this section, be sure to include ANY and ALL follow-up received within 7 days AFTER your shop/class ends. This includes marketing emails like surveys, retail discounts, promotions for signing up for teacher classes, any direct contacts from a person or the studio, etc. Every single contact made, from the time your class ends until a full 7 days later, MUST be captured in this section of your survey. This is true EVEN IF they are repeat emails/texts/calls.*

Phone Call

Email

Text Message

No follow-up received

**100. Date and time of phone call follow-up received:**

*If applicable, format response as MM/DD/YYYY HH:MM AM/PM (e.g., 3/7/2025 6:00 PM). If you received multiple phone calls, enter the date and time of the FIRST phone call. Enter N/A (in that exact format) if you did not receive any phone call follow-up.*

**101. Indicate the phone number of the phone call received:**

*If applicable, format response as 999-999-9999. Enter N/A (in that exact format) if you did not receive any phone call follow-up.*

**102. Do you have screenshots of the voicemail/call(s) received?**

*If applicable, select Yes and upload screenshots of the voice message/call received. Images should show the details of your call log (phone number, date, time). If the associate left a voicemail and there is an automated transcript visible in your voicemail log, provide a screenshot of it. Select N/A if you did not receive any phone calls.*

Yes

No

N/A

**103. Date and time of email follow-up received:**

*If applicable, format response as MM/DD/YYYY HH:MM AM/PM (e.g., 3/7/2025 6:00 PM). If you received multiple emails, enter the date and time of the FIRST email. Enter N/A (in that exact format) if you did not receive any email follow-up (this is rare - most shoppers receive at least one email).*

**104. Indicate the email address of the email received:**

*If applicable, provide the "From" email address of the email you received. If you received multiple emails, enter the address of the FIRST email you received. Enter N/A (in that exact format) if you did not receive any email follow-up.*

**105. Do you have screenshots of the email(s) received?**

*Most shoppers receive multiple emails and/or need to upload multiple images to show all content. You must upload at LEAST three (3) screenshots. This is the MINIMUM requirement. If you have more than three screenshots/received more than three emails within 7 days after your class, you must upload them all. Select N/A if you did not receive any email follow-up.*

- Yes
- No
- N/A

**106.Copy/paste exact email responses for ALL emails received:**

*If applicable, copy/paste the exact text for ALL emails received within the 7-day follow-up period into this box. You MUST copy/paste - do NOT paraphrase. We are looking for ALL emails received from CorePower from the time your class ends until the full 7 days later. Provide the complete text from EACH email received.*

**107.Date and time of text message follow-up received:**

*If applicable, format response as MM/DD/YYYY HH:MM AM/PM (e.g., 3/7/2025 6:00 PM). If you received multiple text messages, enter the date and time of the FIRST text message. Enter N/A (in that exact format) if you did not receive any text message follow-up.*

**108.Indicate the phone number of the text message received:**

*If applicable, format response as 999-999-9999. Enter N/A (in that exact format) if you did not receive any text message follow-up.*

**109.Do you have screenshots of the text message(s) received?**

*If applicable, select Yes and upload screenshots of the text messages received. Images must show the entire text message content. Upload multiple images if necessary to show the entire text string. Select N/A if you did not receive any text message follow-up.*

- Yes
- No
- N/A

**110.How many times did the sales advisor reach out?**

*This includes the total number of contact attempts across all channels of communication.*

- 1
- 2
- 3 or more
- N/A

**111.Sales advisor invites you to take another in-person class**

- Yes
- No
- N/A

**112.Sales advisor offers to sign you up for an Intro Month**

- Yes
- No
- N/A

**113.When you provided an objection to Intro Month, indicate the sales advisor's response:**

*If the sales advisor offers Intro Month, provide an objection (e.g., I still want to think about it, I'm not sure about the commitment, I want to talk to my spouse/partner first, etc.). If applicable, explain how the sales advisor responded to your objection. Enter between 40 and 1000 characters.*

**114.Sales advisor asks if you're eligible for any of our special pricing groups (e.g., Student, Teacher, Military, Healthcare, First Responder, Senior, Young Adult)**

- Yes, I was not eligible

- Yes, I was eligible
- No, I wasn't offered
- N/A

**115.Sales advisor offers additional savings or discounts**

- Yes, Intro Month and then All Access Membership with a 10% discount
- Yes, Intro Month and then All Access Membership with a 15% discount
- Yes, Intro Month and then All Access Membership with a Special Pricing for Eligible Groups 20% discount
- No, just regular Intro Month and All Access Membership with no discount
- Other
- N/A

**116.If Other, specify what additional savings or discounts the sales advisor mentioned:****117.Sales advisor reviews the membership benefits of All Access Memberships (e.g., priority class booking, retail discounts, teacher training discounts, buddy passes)**

- Yes
- No
- N/A

**118.Sales advisor offers other products (e.g., class packages, drop-ins, etc.)**

- Yes
- No
- N/A

**119.Sales Advisor Follow-Up Supporting Narrative:**

*Explain the responses you selected for the Sales Advisor Follow-Up questions. Be sure to explain ALL responses of less than full point value. You must enter between 75 and 1000 characters. In the rare instance that you did not receive any follow-up, please confirm that you checked all channels of communication, including: missed calls, voicemails, text messages, and all email folders including junk and spam folders.*

**Shop Validation****120.Did you take a location exterior selfie photo?**

*Select Yes and upload your location exterior selfie.*

- Yes
- No

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

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

END OF QUESTIONNAIRE