

IHOP

CUSTOMER SERVICE & FOOD QUALITY PROGRAM

INSTRUCTIONS • QUESTIONNAIRE

Visit an IHOP restaurant for a dine-in meal to evaluate the customer service, food quality, and restaurant appearance. Recording service times and photos of the food/beverage are required.

Before You Begin

- Review your shop confirmation
- Be prepared to eat inside the restaurant (carryout not allowed)
- Know the observations to make

Don't Forget!

- Make all required observations
- Document the 5 required service times
- Follow the ordering requirements
- Take a photo of all food/beverages

General Requirements

- Read all instructions and the entire questionnaire before you complete the shop.
- Complete the shop on the scheduled date and time of day found in your shop confirmation.
 - Do not arrive outside of your assigned timeframe. Starting your shop even one minute too early or one minute too late may result in non-payment.
- Be seated in the restaurant to eat your meal (no carryout orders).
- Take all required photos and upload them with your report.
- Submit your report to shopperhub.cxgroup.com within 12 hours of completing the shop.
- Retain all documentation for six months following your shop.
- You or your immediate family members cannot currently nor have ever worked for IHOP.

Shop Instructions

Step #1: Know when to visit, and be prepared to record the 5 required service times

- Check your shop confirmation for your assigned day and time of day.
- Bring a phone or other device with you to record service times.
- Record the following service times in minutes:seconds (ex: 01:45):
 1. Time between entering and being greeted
 2. Time between being greeted and being taken to your table
 3. Time between being seated and an employee greeting you at the table
 4. Time between placing your entree order and receiving it
 5. Time between receiving your entree and the server checking in
- Capture exact times. Use a 'notes' app or something similar on your phone to remember them.

Step #2: Place the minimum order for your assigned time of day, and ask a menu question

- **Breakfast (arrive between 6:00am-10:30am):**
 - Order 1-2 breakfast entrees from the breakfast menu only.
 - Order 1-2 non-water beverages.
- **Lunch (arrive between 11:00am-4:30pm):**
 - Order 1-2 breakfast or lunch entrees from the breakfast or lunch menu only.
 - Order 1-2 non-water beverages.
- **Dinner (arrive between 5:00pm-10:30pm):**
 - Order 1-2 breakfast, lunch, or dinner entrees from any menu.
 - Order 1-2 non-water beverages.
- **Late night (arrive between 11:00pm-5:30am):**
 - Order 1-2 breakfast, lunch, or dinner entrees from any menu.
 - Order 1-2 non-water beverages.
- Do not order side items or a starter as the entree (must be an actual main course).
- Reimbursement is for you and a guest, up to \$35. Additional items will not be reimbursed.
- Ask any question about the menu while ordering to evaluate server knowledge.

Step #3: Take all required photos to upload with your report

- Take 1-2 clear photos of each food item ordered and each beverage item ordered.
- Take 1-2 clear photos of any cleanliness issues found in the following areas:
 - On your table and in the surrounding areas
 - In the restroom
- Take food/beverage photos before eating/touching any of the food or beverage.
- Avoid including your reflection in the mirror of any restroom cleanliness issue photo.
- Photos that are fuzzy, blurry, washed out, or too dark/shadowed will not be accepted.

Step #4: Make all dining room observations, and visit the restroom at some point

- Confirm if your table and the surrounding area is clean.
 - ✓ Including tabletop, silverware, condiment/syrup caddy, and tabletop signage
 - ✓ Chair or booths, walls, and floor
- Confirm if the restroom is clean, stocked, and well maintained.
 - ✓ Supply of soap, toilet paper, or paper towels (or hand dryer)
 - ✓ Cleanliness of the sink, mirror, toilet, and floor
 - ✓ Condition of all fixtures (note anything broken or out of order)
 - ✓ Trash can appearance (should not be overflowing)

Step #5: Pay for your meal, and get a receipt

- Get a receipt for your meal. Ask for a receipt if not provided.
 - Keep your copy of the itemized receipt that is given to you prior to paying.
 - Upload the itemized receipt and your copy of the final receipt with your report.
 - To ensure proper reimbursement, write the tip amount on the uploaded receipts.



QUESTIONNAIRE

Shop date:

Start time:

End time:

Visit Information

1. What day of the week did you visit?

Weekday (Mon-Fri)

Weekend (Sat-Sun)

2. What time of day did you visit?

Breakfast 6:00am-10:30am

Dinner 5:00pm-10:30pm

Lunch 11:00am-4:30pm

Late night 11:00pm-5:30am

3. How would you describe the level of business when you were seated?

Heavy (more than half full)

Light (less than half full)

Medium (half full)

Warm, Friendly Welcome

4. Host or hostess name:

Enter the name (if known) or a physical description including gender, and approximate hair color, height, and age.

5. Were you greeted within 30 seconds of entering the restaurant?

Yes

No

6. How were you greeted?

In a warm, friendly, welcoming manner

Rudely or uninterested (just asked, "How many?" or similar statement)

Politely but lacked warmth and friendliness

Not greeted at all

7. Were you seated immediately?

Answer Yes if you were seated within 1 minute or less. Quoted wait time may be given as a single time (ex: 25 minutes) or a range of time (ex: 25-30 minutes). Answer 'No, not given a quoted wait time and did not ask for one' if you were given a non-specific wait time (ex: "It will be just a few minutes") and you did not clarify exactly how long.

Yes

No, not given a quoted wait time and did not ask for one

No, given a quoted wait time without asking

No, had to ask for a quoted wait time

N/A – seated myself

8. If you were not seated immediately, what was the wait time quoted?

If you were given a range of time, enter the largest number quoted. For example, if you were told 25-30 minutes, enter 30:00 for 30 minutes. Format required: MM:SS

9. How long did you wait to be seated?

Format required: MM:SS

10. Were you seated within the quoted wait time?

- Yes, within 5 minutes of the quoted wait time
- No, more than 5 minutes after the quoted wait time

- I was not given a quoted time
- N/A – seated immediately or seated myself

11. While walking you to the table, did the host or hostess engage in conversation with you or your guest and hand you the menu after you were seated?

Only answer Yes if the host or hostess both had a conversation with you while walking to the table AND physically handed the menu to you (not just set it on the table). Answer No if they either walked you to the table in silence OR did not physically hand you the menu.

- Yes, both
- No, engaged in conversation but did not hand me the menu

- No, handed me the menu but did not engage in conversation
- No, neither
- N/A – seated myself

12. When you were seated, was your table and surrounding area clean?

- Answer Yes if the table, seats, syrup caddy, silverware, and the surrounding area was clean.
- Answer No if any of these items were dirty or sticky.
- Upload a photo of cleanliness issue(s) observed, if any, at your table or surrounding area.

- Yes
- No

13. If no, what was the issue with the table or surrounding area?

Select all that apply.

- Table was not cleared
- Table/seats were wet
- Table/seats were sticky
- Silverware was dirty
- Syrup caddy, salt, pepper, or sugar was dirty or sticky
- Tabletop signage was dirty

- Floor around table was dirty/littered
- Floor around table was wet
- Floor around table was sticky
- Window was streaked with smudges/fingerprints
- Windowsill was dirty or sticky
- N/A

14. Was family-appropriate music being played at a comfortable level?

- Yes
- No, music was too loud
- No, music was too low
- No, music was inappropriate

- No, music was inappropriate and was too low or too loud
- No, music was not playing

iHospitality with Quick Service

15. Server name:

Enter the name (if known) or a physical description including gender, and approximate hair color, height, and age.

16. How long did you wait after you were seated before your server or other employee greeted you at the table?

Format required: MM:SS

17. Were you greeted within two minutes of being seated?

- Yes
- No

18. How would you describe your server's interaction with you and your guest throughout the meal?

- Example of 'Genuinely warm and friendly': smiling, making eye contact, being engaged in conversation, etc.

- *Example of 'Polite but lacked warmth and friendliness': not really smiling or making eye contact, going through the motions but not really engaged.*

Genuinely warm and friendly Rude or uninterested
 Polite, just going through the motions but lacked warmth and friendliness

19. How would you describe the server's knowledge of the menu?

Knowledgeable (answered questions and provided information without aid) Not very knowledgeable (read from menu, had to ask, said they did not know, etc.)

20. Did the server recommend or offer a beverage other than water?

Answer Yes if a specific beverage was offered (tea, coffee, soda, etc.). Answer No if you were just asked if you wanted something else to drink.

Yes No

21. Did the server offer any add-on items such as sides or other ingredients to complement your order?

Answer Yes if a specific menu item was offered. Add-on items are an attempt to add additional items to your order that you had not originally intended to purchase (e.g., adding (for a fee) a side item that doesn't come with your meal, adding toppings or ingredients to your entree, etc.).

Yes No

22. Did the server place your order using a tablet?

Refers to an electronic device such as an iPad.

Yes No

23. When your entree was delivered, did you have everything that had been requested or was needed at your table?

Yes No

24. If no, what was missing?

Select all that apply.

Silverware (missing or not enough for all guests) Condiments (syrup, salt, pepper, ketchup, mustard, etc.)
 Napkins Beverage
 Cream, sugar, or sweetener for tea/coffee N/A

25. Did your server return within 2 minutes of entree delivery to check on meal quality or preparation?

Yes No, did not return within 2 minutes
 No, returned within 2 minutes but did not ask about meal quality or preparation

26. Did the server keep your table clear of unnecessary dishes or glasses?

Yes No

27. Did the server offer to refill your beverage when it was no less than 25% full without being asked?

Yes N/A – no refills needed
 No

28. If an issue occurred, and you brought it to the attention of an employee, was it addressed promptly and in a friendly manner?

- Yes, resolved promptly and in a friendly manner
- Resolved in a friendly manner but not promptly
- Resolved promptly but not in a friendly manner

- Resolved but not promptly or in a friendly manner
- No, issue not addressed by any employee
- N/A – no issue occurred

29. If an issue occurred, explain what happened and how it was resolved:

30. Comment on your experience with your server:

Meal Quality

31. List the full menu name of all food and beverage items ordered:

Enter the full menu name of each beverage, soup, salad, appetizer, entree, and dessert ordered at your table. Upload photos showing all food and beverages received.

32. How long did it take to receive your entree from the time the order was placed and your server left the table?

Format required: MM:SS

33. Did you receive your entree within the required delivery time based on the time of day you visited?

- Breakfast: Yes, within 11 minutes
- Lunch: Yes, within 12 minutes

- Dinner or late night: Yes, within 16 minutes
- No

34. Was your food prepared exactly as ordered (excluding temperature)?

Yes

No

35. If no, what was the issue with your food preparation?

Select all that apply.

- 1 or more items missing
- Missing ingredient that menu said it should have
- Not cooked or prepared the way I asked

- Received extra item not ordered
- Wrong item given
- Other
- N/A

36. Explain the issue with your food preparation:

37. Were all food items served at the correct temperature?

Hot items served hot and cold items served cold.

Yes

No

38. If no, what items were not served at the appropriate temperature?

Select all that apply.

- Appetizer
- Entree
- Side item

- Dessert
- N/A

39. Did the presentation of all food items meet or exceed your expectation?

Yes

No

40. If no, what was the issue with the presentation of your food items?

Select all that apply.

- Food was burnt
- Food was greasy
- Food was overcooked/tough/dry
- Food was undercooked/limp/mushy
- There was a foreign object in my food
- Meal looked sloppy/items falling off the plate
- Other
- N/A

41. Explain the issue with your food presentation:

42. Did the portion size of all food items meet or exceed your expectation?

Select all that apply.

- Yes, all portion sizes were as expected or larger
- No, the entree portion was too small
- No, a side item portion was too small
- No, the portion of an ingredient was too small (e.g., cheese, sauce, butter, etc.)
- No, other

43. Did the freshness of all food items meet or exceed your expectation?

- Yes, all food items were fresh
- No, food item was stale, bad/sour, wilted, etc.

44. Did the overall taste of all food items meet or exceed your expectation?

Select all that apply.

- Yes, all food items tasted great
- No, food item tasted bland
- No, food item had a texture problem (too crunchy, chewy, rubbery, etc.)
- No, food item had too much seasoning (too salty, too much pepper, too spicy, etc.)
- No, other

45. Explain your responses to food preparation, temperature, presentation, portion size, freshness, and taste:

Great Environment

46. At any time did you see a manager or crew chief interacting with guests or employees?

- Yes
- No

47. Were all employees behaving professionally and courteously at all times?

Answer No if you observed employees yelling in the dining room, having inappropriate personal conversations, using inappropriate language, or ignoring customers.

- Yes
- No

48. Did all employees appear neat, clean, and professional?

- Yes
- No

49. If no, what issues did you observe with employee appearance?

Select all that apply.

- Stains on uniform
- Unpressed/unkept uniform
- Dirty hands/fingernails
- Untidy hair
- Inappropriate clothing
- Other
- N/A

50. Explain your employee behavior and appearance observations:

51. Was the restroom clean, stocked, and in working condition?

- Answer Yes if soap, toilet paper, and paper towels/hand dryer were available; if the sink, mirror, and toilet were clean; AND if the trash cans were not overflowing and there was no debris on the floor.
 - Answer No if soap, toilet paper, or paper towels/hand dryer were not available; if the sink, mirror, or toilet were not clean; OR if the trash cans were overflowing and there was debris on the floor.
 - Upload a photo of cleanliness issue(s) observed in the restroom, if any.
- Yes N/A – restroom out of order
 No, needed a little attention N/A – no restroom
 No, needed a lot of attention

52. If no, select why:*Select all that apply.*

- No soap Sink, counter, mirror, or toilet was dirty or excessively wet
 No toilet paper Floor was dirty or excessively wet
 No paper towels (or no working hand dryer) Trash can was overflowing
 Seat cover dispenser was present but empty Fixture was out of order/in need of repair
 Baby changing station was dirty Light was not working
 Stall was dirty N/A

Finish Strong**53. Did the server present the check without being asked?**

- Yes No

54. When was the check presented?

- Before the entree was delivered In the middle of the meal
 At the time the entree was delivered At or near the end of the meal

55. Were you given the option to pay at the table using the server's tablet?*Answer Yes even if you declined using the tablet to pay.*

- Yes No

56. Did the server thank you for coming in or offer a pleasant closing?

- Yes No

57. Did any employee invite you to return?

- Yes No

Overall Impression**58. Based on your experience, how likely are you to recommend this restaurant to others?***10 = Extremely likely to recommend to others; 0 = Not at all likely to recommend to others*

- 10 4
 9 3
 8 2
 7 1
 6 0
 5

59. Explain your likelihood to recommend and what, if anything, would have improved your overall dining experience:*Focus on things the staff can control or change at a location level (greetings, wait times, food and beverage quality, customer service, restaurant cleanliness, etc.).*

Shopper Information

60. Shopper's gender:

Male

Female

Non-binary

Other

61. Shopper's age:

18-24

25-34

35-44

45-54

55-64

65+

62. Upload the receipt for your meal:

END OF QUESTIONNAIRE