

# SCOOTER'S COFFEE

## SPRING 2026 'LICIOUS' CAMPAIGN

# INSTRUCTIONS

## QUESTIONNAIRE

Visit Scooter's Coffee to anonymously observe customer service, product quality, and content and placement of promotional marketing materials. You will be assigned a visit type (in-store or drive-thru) and specific time of day and must order from an allowed list of items. Photos are required.

### Before You Begin

- Review your shop confirmation
- Know the timeframe to arrive
- Know what items to order
- Know the photos to take
- Have a device to capture wait times

### Don't Forget!

- Arrive during your assigned timeframe
- Make all signage observations
- Order all required items
- Take all photos (3-5 required)
- Get a receipt for your purchase



### General Requirements

- Read all instructions and the entire questionnaire before you complete the shop.
- Complete the shop alone, and arrive during the timeframe specified in your shop confirmation.
- Place and pick up your order via your assigned visit type. Do not order using the mobile app.
  - **Drive-thru:** Place and pick up your order in the drive-thru
  - **In-store:** Place and pick up your order at the counter inside the store
- Get a receipt (ask for one if needed) to upload with your report.
- **Photos are the most important part of this assignment.** Do not accept this assignment if you do not think you will be able to take all required photos. The following photos must be taken correctly, must be of good quality, and must be uploaded with your report:
  1. Menu board showing all panels (required for both drive-thru and in-store shops)
  2. Large snap frame signage on side of building if location has them (drive-thru shops only)
  3. Mini snap frame signage, located on the speaker box, near the menu board, or on the pickup window; a photo of the pickup window and speaker box is required if the sign isn't present on the menu board (drive-thru shops only).
  4. Beverage with the lid off for hot beverages and lid on for cold beverages (all shops)
  5. Receipt showing the beverage purchase (all shops)
- Drive-thru shops: Do not get out of your car to take the photos, but do roll your window down.
- Submit your report to [shopperhub.cxgroup.com](https://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 have ever worked for Scooter's Coffee.




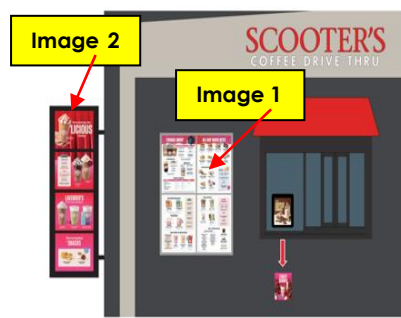





# Shop Instructions

## Step #1: Record service times, and place the required order via your assigned visit type

- Check your shop confirmation for your assigned visit type (in-store or drive-thru).
- Record the following clock times in HH:MM:SS format (ex: 11:50:13 AM):
  - ✓ Time you join the line
  - ✓ Drive-thru: Time you reach the pickup window
  - ✓ In-store: Time you pay for your order
  - ✓ Time you receive the last item in your order
- Order 1 of the limited-time beverages from the list below.
  - Place the order without modifications (no additions, substitutions, or subtractions).
  - If you order a coffee beverage, you may choose the type of milk (if applicable).
  - Do not add, change, or remove any other ingredients or toppings.
  - Do not order additional beverages.
- You may only order an approved baked good if specifically prompted to do so. For example, "Would you like something to eat?", "Would you like to try a cookie today?", etc.
  - Non-specific questions such as, "Anything else?", "Is that all?", etc. do not count as being prompted to order a baked good.
- You may tip, but you will not be reimbursed for it.
- Be prepared to order an alternate beverage from this list if the store cannot make the first beverage you order. Reports without an allowed beverage purchase will not be accepted.

Approved coffee beverages	Approved Red Bull beverage	Approved baked goods
<p>1 small hot, iced, or blended:</p> <ul style="list-style-type: none"> <li>• Fudgelicious</li> <li>• Strawberry Shortcake</li> <li>• Honeycomb</li> <li>• Sea Salt Caramelicious**</li> <li>• Cinnalicious</li> <li>• Lavender White Mocha</li> <li>• Berry Lavender Matcha</li> </ul> <p><i>** If you order a Caramelicious, you must order the <a href="#">Sea Salt</a> version.</i></p>	<p>1 medium iced or blended:</p> <ul style="list-style-type: none"> <li>• Lavender Iceberry</li> <li>• Red Bull Infusion</li> </ul>	<p>1 of the following (if prompted):</p> <ul style="list-style-type: none"> <li>• Cookie Dough Cake Bite</li> <li>• Mini Chocolate Mint Chip Cookies</li> </ul> <p><i>** You may only order one of these baked goods if specifically prompted to do so.</i></p>

Step #2: Look for the correct 'Licious' promotional signage per your assigned visit type

Menu board (drive-thru shops)	Menu board (in-store shops)
<ul style="list-style-type: none"> <li>Drive-thru menu board must include either the 4-panel or 2-panel red 'Licious' and 'Lavenders' signage seen here.                              </li> <li>If the drive-thru menu board is on the side of the building (image 1), then the 'Licious' signage must be on the side of the building near the pickup window (image 2).                              </li> </ul>	 <p>Coffee House menu boards will differ in appearance This visual should always be included</p> <ul style="list-style-type: none"> <li>In-store menu board must include the red 'Licious' overhead panel (as seen in the image above).</li> <li>A 'Licious' standing floor panel may also be present but does not replace the overhead 'Licious' menu panel.</li> </ul> 
<p>Large snap frame signage (drive-thru shops)</p> <ul style="list-style-type: none"> <li><b>Large snap frames:</b> If the location has 1 or more large snap frames on the side of the building, you should see 1 of these 3 'Licious' spring signs. There may be more.</li> <li>Large snap frames can be posted anywhere around the building; look for them as you are driving around to get in the drive-thru lane.</li> </ul> 	<p>Mini snap frame signage (drive-thru shops)</p> <ul style="list-style-type: none"> <li><b>Mini snap frames:</b> 'Mini Chocolate Mint Chip Cookies' or 'Fudgy Bunny' mini snap frame should be present on the speaker box, on or near the drive-thru menu board, or on the pickup window.</li> <li>Look for it in all 3 places.</li> </ul>  

Step #3: Take all required photos (all promotional signage and beverage purchased)

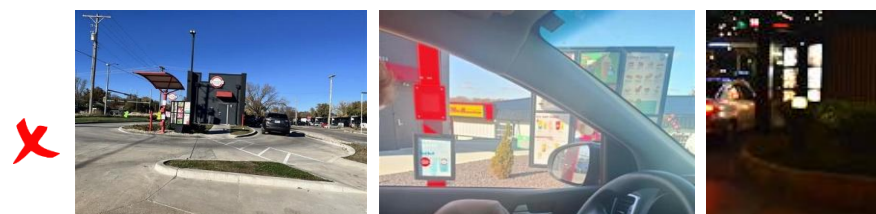
- Follow all instructions below for how to correctly take each photo to upload with your report.
- Photos will not be accepted if they are blurry, dark/shadowed, overexposed (white), or taken from too far away or too closely to see all menu board panels and the pickup window.

**Photo #1: Menu board showing all signage and panels (required for both in-store and drive-thru shops)**

- **In-store:** Capture a photo of the entire menu board above the register counter.
- **Drive-thru:** Capture a photo of the entire menu board AND speaker box in the drive-thru lane (taken in a single photo together or separately in multiple photos).
- Capture all menu board area signage and panels. Take as many photos as needed.
- Take photos from an appropriate distance and angle so all panels are visible (not too close/far).
- At night or in bright sunlight, adjust your camera settings so panels are not overexposed (whited out).
- View the menu board photos before leaving, and re-take any photos that are not acceptable.



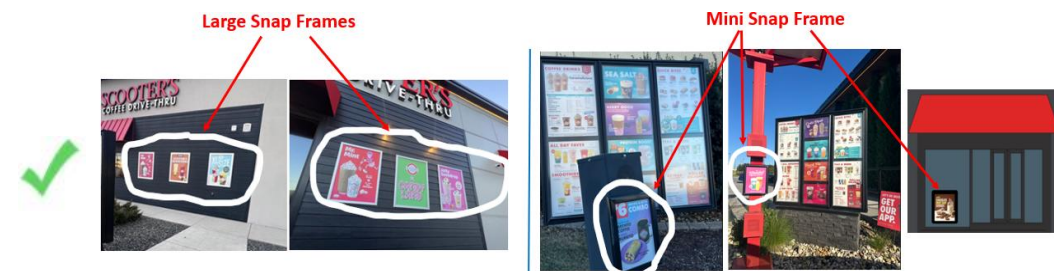
These photos are acceptable to verify presence of the correct menu board signage.



These photos are unacceptable (taken from too far away, obstructed view, or overexposed).

**Photos #2-3: Large snap frame signage & Mini Snap frame signage (required for drive-thru shops only)**

- **Photo #2 – Large snap frame signage (if present):** Capture a photo of the side of the building showing the large snap frame signage. Take as many photos as needed.
- **Photo #3 – Mini snap frame signage:** Capture a photo of the menu board, speaker, or pickup window showing the presence or absence of the mini snap frame signage. Take as many photos as needed.
  - If the mini snap frame signage cannot be located, take a photo of the entire pickup window AND the menu board AND the speaker box as proof the signage is missing from all 3 areas.
- Take photos from an appropriate distance and angle so the window is fully visible (not too close/far).
- If unable to take an acceptable photo while at the window, circle back to take it before leaving.
- View all photos before leaving, and re-take any photos that are not acceptable.



These photos are acceptable to verify presence of the large snap frame AND mini snap frame sign.



These photos are unacceptable to verify absence of the mini snap frame sign (taken from too far away, obstructed view, overexposed, or taken too closely/don't show the entire pickup window or speaker box).

### Photo #4: Presentation of beverage (required for both in-store and drive-thru shops)

- Pull over to take your beverage photos immediately. Do not wait until you get home.
- Do not modify or consume the beverage before taking the photos.
- **Hot beverages:** Carefully remove the lid, and ensure you can see the toppings in the photo.
- **Cold beverages:** Leave the lid on, and ensure you can see the toppings and the side of the cup in the photo.



### Step #4: Determine if the beverage is presented correctly

#### Correct standard beverage toppings (only cold beverages will have drizzle in the cup)

- **Fudgelicious:** Whipped cream and mocha drizzle in the cup and on top of the whipped cream
- **Strawberry Shortcake:** Whipped cream, strawberry drizzle, and graham cracker topping
- **Honeycomb:** Whipped cream and honey drizzle
- **Sea Salt Caramelicious:** Whipped cream, caramel drizzle, and salted toffee crumbles
- **Cinnalicious:** Whipped cream with cinnamon powder and cinnamon drizzle in the cup
- **Lavender White Mocha:** Whipped cream and lavender sprinkles
- **Berry Lavender Matcha:** Lavender cold foam and lavender sprinkles
- **Lavender Iceberry Red Bull Infusion:** Lavendar cold foam and lavender sprinkles



# QUESTIONNAIRE

Shop date:

Start time:

End time:

## POP & Marketing

### 1. How did you place your order?

- |  |  |
|--|--|
| <input type="checkbox"/> Drive-thru: at a speaker box                    | <input type="checkbox"/> Drive-thru: at the window |
| <input type="checkbox"/> Drive-thru: with a person outside taking orders | <input type="checkbox"/> In-store                  |

### 2. Were the correct promotional menu board panels displayed?

- Refer to correct menu panel photos in your instructions. Answer No if any of the required panels were missing.
  - Upload a photo of the menu board showing the presence or absence of the promotional signage.
- |  |   |
|--|---|
| <input type="checkbox"/> Yes, all menu panels were correct         | <input type="checkbox"/> No promotional panels were displayed |
| <input type="checkbox"/> No, some panels were missing or incorrect |   |

### 3. If the location had large snap frames on the side of the building, was the spring promotional signage displayed?

- Spring promotional signage is 'Licious' related. Answer No if the store had large snap frames but did not have any of the 'Licious' panels displayed.
  - Upload a photo of the large snap frames showing the presence or absence of the promotional signage.
- |   |   |
|---|---|
| <input type="checkbox"/> Yes, spring signage was present    | <input type="checkbox"/> N/A – no snap frames on side of building |
| <input type="checkbox"/> No, spring signage was not present | <input type="checkbox"/> N/A – in-store                           |

### 4. Was the correct mini snap frame posted near the menu board or pickup window?

- The correct window sign is either 'Mini Chocolate Mint Chip Cookies' or 'Fudgy Bunny'. Answer No if neither of these is posted in either area.
  - Upload a photo of the menu board or pickup window showing the presence or absence of the mini snap frame.
- |   |  |
|---|--|
| <input type="checkbox"/> Yes                                  | <input type="checkbox"/> No mini snap frame observed |
| <input type="checkbox"/> No, different mini snap frame posted | <input type="checkbox"/> N/A – in-store              |

## Customer Experience

### 5. Which best describes your interaction with the order taker (over the speaker, at the front counter, or line busting)?

Base your response on all baristas you interacted with or observed interacting with other customers when orders were being taken. 'Line busting' refers to orders being taken from the line.

- |  |  |
|--|--|
| <input type="checkbox"/> Friendly (good energy, genuine, engaging)                         | <input type="checkbox"/> Somewhat unfriendly |
| <input type="checkbox"/> Scripted (robotic, just going through the motions, lacked energy) | <input type="checkbox"/> Rude or abrupt      |

### 6. Did the barista make one relevant upsell offer when taking your order?

Upselling is an attempt to add additional items to your order that you had not originally intended to purchase (e.g., add a food item, upgrade to a larger size, make a drink modification (extra shot of espresso, alternate milk, etc.), offer coffee beans or other merchandise, etc.).

- |   |   |
|---|---|
| <input type="checkbox"/> Yes, one add-on mentioned (not at all pushy) | <input type="checkbox"/> Yes, more than one add-on mentioned (did not seem pushy) |
|---|---|

Yes, one or more add-ons mentioned  
(pushy)

No add-on mentioned

### 7. What did the barista offer as an add-on?

*Select all that apply.*

Any pastry or food item

Any seasonal or limited time offer drink

Extra shot (drink modification)

Larger size (drink modification)

Alternative milk (drink modification)

Additional flavor (drink modification)

Cold foam (drink modification)

Merchandise (beans, cups, apparel, etc.)

N/A – just asked a vague statement (e.g.,

Anything else for you today?)

N/A – no upsell at all

### 8. Did the order taker say, "Scoot on Around," after you finished placing your order?

*Example of a similar statement: "You can scoot over to pick up your order." Answer No if the word 'Scoot' was not used at all when directing you to pull forward.*

Yes, made that statement exactly

No, made a similar statement

No, did not use the word 'Scoot' at all

N/A – no speaker box

N/A – in-store

### 9. Which best describes your interaction with the barista at the window or counter?

*Base your response on all baristas you interacted with or observed interacting with other customers during order pickups.*

Personal (used customer names, remembered orders, or made a connection)

Friendly (good energy, genuine, engaging)

Scripted (robotic, just going through the motions, lacked energy)

Somewhat unfriendly

Rude or abrupt

### 10. How would you rate the overall environment?

*When answering, consider the lighting, condition of the building, cleanliness, noise, and seating (if applicable).*

Very comfortable and welcoming

Somewhat comfortable

Neutral

Somewhat uncomfortable

Very uncomfortable

### 11. How would you rate the staff's energy and teamwork during your visit?

Excellent (coordinated, positive)

Very good

Good

Fair

Poor (disengaged, disorganized)

### 12. Based on this experience, would you return to Scooter's Coffee?

Yes, probably within a week

Yes, probably within a month

Probably not

Definitely not

### 13. Customer experience comments:

*Provide a paragraph of comments describing your experience placing and receiving your order.*

## Speed of Service

### 14. Time you joined the line:

*Required format: HH:MM:SS AM/PM (ex: 1:50:33 PM)*

### 15. Time you arrived at the pickup window:

*Required format: HH:MM:SS AM/PM (ex: 1:51:26 PM) or N/A for in-store shops*

**16. Time you paid for your order:**

*Required format: HH:MM:SS AM/PM (ex: 1:51:49 PM) or N/A for drive-thru shops*

**17. Time you received the last item in your order:**

*Required format: HH:MM:SS AM/PM (ex: 1:53:55 PM)*

**18. Total time from joining line until receiving order:**

*Required format: MM:SS*

**19. How satisfied were you with the speed of service?**

Very satisfied

Dissatisfied

Satisfied

Very dissatisfied

Neither satisfied nor dissatisfied

**Order Accuracy****20. What beverage did you order?**

*Select the beverage you ordered to evaluate for this shop.*

*Upload a photo of the beverage with the lid off for hot beverages and the lid on for cold beverages.*

Fudgelicious

Cinnalicious

Strawberry Shortcake

Lavender White Mocha

Honeycomb

Berry Lavender Matcha

Sea Salt Caramelicious

Lavender Iceberry Red Bull Infusion

**21. Was your beverage made correctly and presented with the required toppings?**

*Answer Yes if you received the correct beverages with the correct toppings that should have been included.*

*Answer No if you initially received the wrong beverage or the beverage was prepared incorrectly (ex: required topping missing), even if you asked for it to be corrected.*

Yes

No

**22. How satisfied were you with the taste and quality of your beverage or food items?**

Very satisfied

Dissatisfied

Satisfied

Very dissatisfied

Neither satisfied nor dissatisfied

**23. How likely would you be to purchase that exact same beverage again?**

Very likely

Not likely

Likely

Not at all likely

Unsure

**24. Order accuracy comments:**

*Provide a paragraph of comments describing the accuracy and quality of your order.*

**Emotional Connection****25. How memorable was this visit compared to other coffee or specialty drink experiences you have had with other brands?**

More memorable

Less memorable

About the same

**26. Did any barista go above and beyond what you normally expect at a coffee shop for you or another customer?**

*Examples: fixed an issue quickly, offered a personal suggestion, used a customer's name, added a small extra., etc.*

Yes, made mine or another customer's day

No, not this time

27. How likely would you be to recommend Scooter's Coffee to a friend, family member, or colleague?

*10 = Extremely likely to recommend Scooter's Coffee to others; 0 = Not at all likely to recommend Scooter's Coffee to others*

10

4

9

3

8

2

7

1

6

0

5

28. If you could describe the overall vibe in one word, what would it be?

*Think about the overall mood, energy, and atmosphere of the location, and choose the one word that best captures how it felt to you.*

29. Please explain how this visit compared to other brands, anything done above and beyond, and your willingness to recommend Scooter's Coffee or not:

30. Upload the receipt for your purchase:

END OF QUESTIONNAIRE