

XFINITY

SUPER MARIO MYSTERY SHOP

INSTRUCTIONS

QUESTIONNAIRE

Visit an Xfinity store as a new customer stopping in because of the Super Mario promotion or as an existing customer interested in the promotion. Assess the presence of specific promotional material and observe sales associate engagement and customer interest around the promotion.

Before You Begin

- Review your shop confirmation
- Confirm store business hours
- Know your scenario and what to ask
- Know the photos to take

Don't Forget!

- Ask all required questions
- Look for all promo signage
- Take all required photos
- Request a business card



General Requirements

- Read all instructions and the entire questionnaire before you complete the shop.
- Complete the shop using your assigned scenario, which can be found in your shop confirmation.
 - **Scenario 1:** Non-Xfinity customer (saw Super Mario promo and stopped in)
 - **Scenario 2:** Existing Xfinity customer (account inquiry/ask what's going on with promo)
- **Non-Xfinity customer scenario:** You must be a new customer to Comcast/Xfinity or have an address of a new customer (i.e., a friend or family member who uses a provider that is not Comcast/Xfinity). You may be required to provide an address to confirm service availability.
- **Existing Xfinity customer scenario:** You must be an existing Comcast/Xfinity customer or have the name and address of an existing customer (i.e., a friend or family member who has Comcast/Xfinity) so you can roleplay as if you own their account. You must be prepared to answer questions about their plan as if it's your own (e.g., the services they do and do not have).
- Confirm business hours before arriving. Do not arrive within 30 minutes of closing.
- Complete the shop alone. Do not bring anyone with you.
- If not greeted or approached, ask for help. Do not leave without being assisted.
- Take and upload all required photos of Super Mario promo signage, displays, giveaways, etc.
- Get the sales associate's name and business card (ask for both if not provided).
 - Sign and date the business card before uploading it with your report.
- No purchase is required, and any purchases you make will not be reimbursed.
- Submit your report to shopperhub.cxgroup.com within 6 hours of completing the shop.
- Retain all documentation/notes for six months following your shop.
- You or your immediate family members cannot have ever worked for Xfinity.

Shop Instructions

Step #1: Use your assigned scenario to interact with a sales associate and make observations

The purpose of the shop is to assess sales associate engagement around the Super Mario promotion and the level of interest and interaction customers have.

Scenario 1: Non-Xfinity customer/stopped in as a fan of Super Mario

- You must be prepared to provide an address of a new customer (yours or someone else’s).
- When you arrive, begin browsing the Super Mario promotional displays.
- If approached, say you are not a customer and you came in for the Super Mario promotion.
 - If not approached, find a sales associate to ask about the Super Mario promotion.
- The sales associate may also talk with you about Xfinity services. Allow them to do so and make note of what is said about becoming a new customer.
 - Do not ask about Xfinity services if the associate does not mention them.
- Before leaving the store, take a selfie in front of the Super Mario selfie backdrop display.

Scenario 2: Existing Xfinity customer/express interest in Super Mario promotion

- You must be an existing Xfinity customer there about your account (or have the name/address of an existing customer that you will use as your own).
- When you arrive, check in (if required), then browse the Super Mario promotional displays.
- When assisted, present your reason for being there (e.g., reducing your bill, adding/changing a service, paying your bill, etc.).
 - If roleplaying as a current customer using someone else’s name/address as your own, you must ask about adding an Xfinity service the account does not already have.
- **Required question:** At some point, ask what’s going on with all the Super Mario stuff.
- Before leaving the store, take a selfie in front of the Super Mario selfie backdrop display.

Step #2: Confirm presence of 7 Super Mario promotional items

- Take a photo of this table so you have it available during the shop to remember the items.

| Item #1: Poster giveaway | Item #2: T-shirt giveaway | Item #3: Sticker sheets |
|---|---|--|
|  |  |  |

| Item #4: Sweepstakes flyers | Item #5: Digital signage | Item #6: Selfie backdrop | Item #7: Large 8ft indoor inflatable |
|--|---|--|---|
|  |  |  |  <p data-bbox="1268 537 1360 569">Luma</p> |

- Look around the entire store for the promotional items. Listen for any discussion of the Super Mario sweepstakes, t-shirts, etc.
- Accept all Super Mario promotional merchandise and take-home materials offered to you.
- Remember what is said to you and other customers about the Super Mario promotion, and what, if anything, was offered to you.

Step #3: Take all required photos

- Take photos from an appropriate distance and angle so items are visible (not too close/far.)
- At night or in bright sunlight, adjust camera settings to avoid overexposure (whiteout).
- View the photos before leaving and re-take any photos that are not acceptable.
- **Photo #1:** Photo of the outside of the store showing the door and windows. Capture all posted signage, window clings, posters, etc.



- **Photo #2:** Photo of what you think is the most eye-catching Super Mario display.
- **Photo #3:** Photo of something you don't think looks good/right with any Super Mario display (if applicable). For example, placed poorly, looked messy/sloppy, etc.
 - This can be anything you observe that seems out of place, set up in an obtrusive place/bad location for the customer volume, overwhelming, etc.
- **Photo #4:** Selfie photo at the Super Mario selfie backdrop (item #6 in the table above).
 - This is required so you can evaluate the selfie experience.
- **Photo #5:** Photo of the 8ft Luma inflatable (item #7 in the table above).
- **Photo #6:** Photos of all Super Mario merchandise and take-home materials you receive.



QUESTIONNAIRE

Shop date:

Start time:

End time:

Visit Information

1. Store type visited:

Check your shop confirmation for the store type to select.

Full store takeover

BAU store

Mini store takeover

2. Which scenario did you use?

Non-Xfinity customer

Existing Xfinity customer

Super Mario Promotion

3. Did the store have Super Mario signage on the exterior windows and/or door?

Upload a photo of the exterior storefront including the windows and door and all signage, posters, etc.

Yes

N/A – not a full-takeover store

No

4. Did the store have Super Mario posters available to give away?

Yes

No

5. Did the store have Super Mario t-shirts available to give away?

Yes

No

6. Did the store have Super Mario sticker sheets available to give away?

Yes

N/A – BAU store

No

7. Did the store have Super Mario sweepstakes flyers available?

Yes

No

8. What Super Mario promotional merchandise or take-home materials were you given or offered?

Select all that apply. Upload a photo of the Super Mario merchandise or take-home materials you received.

Poster

Sweepstakes flyer

T-shirt

None of the above

Sticker sheet

9. Did the store have the large 8ft indoor Luma inflatable displayed?

Upload a photo of the 8ft Luma inflatable.

Yes

N/A – BAU store

No

10. Did the store have the Super Mario selfie backdrop set up?

Upload a photo of the Super Mario selfie backdrop.

Yes

N/A – BAU store

No

11. If yes, describe your experience with the selfie backdrop:

Include your thoughts on the imagery, size, placement within the store, quality, appeal, how long the wait was for your turn, etc.

12. Which Super Mario promotional display did you find the most eye-catching or appealing?

Upload a photo of the Super Mario display you found most eye-catching or appealing.

Super Mario signage on the outside door/windows

Super Mario selfie backdrop

Large 8ft Luma inflatable

Digital Super Mario signage

N/A – no Super Mario displays

13. Why was that promotional display the most eye-catching or appealing?

14. Did you find any Super Mario promotional displays that did not look good/right?

This can be anything you observed that seemed set up in an obtrusive place/bad location for the number of customers, is overwhelming, is messy or sloppy, etc. Upload a photo of any Super Mario display you found did not look good/right.

Yes

No

15. If yes, please explain:

16. How would you describe the sales associate's tone/attitude toward the Super Mario promotion?

Excited/interested/happy about the promotion

Indifferent/bored/did not seem to care one way or the other

Not happy/overwhelmed with activity

17. Explain your observation of the sales associate's tone/attitude toward the promotion:

Include any information that helps us understand how sales associates appeared to be handling the promotion and the level of customer activity around it.

18. How would you describe other customers' interactions/reactions to the Super Mario promotional displays/signage?

Excited/interacting with the displays/signage

Irritated/overwhelmed/not enjoying some aspect of the displays/signage

Indifferent/looking at the displays/signage but not really interacting

N/A – no other customers in the store

Indifferent/not really looking at or interacting with the displays/signage

N/A – no Super Mario displays

19. How would you describe other customers' interactions/reactions to the Super Mario selfie photo area?

Excited/interacting with the selfie photo area

Irritated/overwhelmed/not enjoying some aspect of the selfie photo area

Indifferent/looking at the selfie photo area but not really interacting

N/A – no other customers in the store

Indifferent/not really looking at or interacting with the selfie photo area

N/A – no selfie photo area

N/A – BAU store

20. How would you describe other customers' interactions/reactions to the Super Mario

promotional giveaways?

Giveaways include the Super Mario poster, t-shirt, and sticker sheets.

- Excited, appeared to enjoy getting them N/A – did not see other customers being offered giveaways
- Indifferent, no reaction really (just accepted or did not accept them) N/A – no other customers in the store
- Not at all excited, no interest or refused items

21. Explain what you observed with other customers' interactions/reactions to the Super Mario displays, signage, selfie photo area (if applicable), and giveaways:

Include any information that helps us understand how customers appeared to be feeling about the displays and promotional giveaway items.

Associate Interaction**22. Name of the sales associate who assisted you:**

If unknown, provide enough physical description points to identify the sales associate (gender, hair color, height, age, glasses, beard, etc.).

23. Were you greeted or acknowledged when you entered the store?

- Yes No

24. How would you describe the feeling when you entered the store?

- Organized, welcoming energy Disorganized, chaotic, messy, poor energy
- Chaotic but still organized, welcoming energy

25. Explain your feeling when you entered the store:

How well was the store handling the promotion? Comment on the overall atmosphere (organized vs. chaotic, were customers and sales associates enjoying the promotion, what was the overall tone/vibe, etc.).

26. Did the sales associate mention the Super Mario promotion without prompting?

- Yes No, I had to ask

27. What did the sales associate say about the Super Mario promotion?

Include everything the sales associate said voluntarily or after you asked.

28. Did the sales associate encourage you to engage with any Super Mario display/promotional item (e.g., take a giveaway item)?

- Yes No

29. Describe what you were encouraged to interact with and what the sales associate said to encourage you:**30. Non-Xfinity customer: Did the sales associate talk to you about becoming an Xfinity customer?**

- Yes N/A – existing customer
- No

31. Existing Xfinity customer: Did the sales associate mention/acknowledge your membership tier?

- Yes N/A – non-customer
- No

32. Which perks of membership (being an Xfinity customer) did the sales associate talk about?

Select all that apply.

- | | |
|--|--|
| <input type="checkbox"/> Free mobile for 1 year | <input type="checkbox"/> Special discounts |
| <input type="checkbox"/> Free wi-fi hotspots | <input type="checkbox"/> Other |
| <input type="checkbox"/> Disney+ and Hulu for Gig+ customers | <input type="checkbox"/> None of the above |
| <input type="checkbox"/> Peacock | |

33. Describe what was said about the perks of being or becoming a customer:

34. Existing Xfinity customer: Did the sales associate attempt to upsell a new product or bundling discount?

- | | |
|------------------------------|---|
| <input type="checkbox"/> Yes | <input type="checkbox"/> N/A – non-customer |
| <input type="checkbox"/> No | |

35. Existing Xfinity customer: If yes, what did the sales associate offer as a new product or bundling discount to your account?

36. Existing Xfinity customer: At any point, did the sales associate thank you for being a member (Xfinity customer)?

- | | |
|------------------------------|---|
| <input type="checkbox"/> Yes | <input type="checkbox"/> N/A – non-customer |
| <input type="checkbox"/> No | |

37. Additional comments:

Enter N/A if you have no additional information that you feel is important for the client to know about your visit and/or the Super Mario promotion activity at the store.

38. Upload proof of shop (business card, receipt, etc.):

Sign your name and date the business card before taking the photo to upload. If you obtained a receipt, you may upload it in lieu of a business card.

END OF QUESTIONNAIRE