

BLACK ROCK COFFEE BAR

INSTRUCTIONS • QUESTIONNAIRE

Place an order at a Black Rock Coffee Bar location to evaluate the customer service, product quality, cleanliness, and order accuracy. You will be assigned an in-store or drive-thru scenario (some shops require a mobile order using the Black Rock app). Photos are required.

Before You Begin

- Review your shop confirmation
- Know your assigned scenario
- Know the ordering requirements
- Know the allowed timeframe to arrive
- Have a device to record service times

Don't Forget!

- Order using your assigned scenario
- Follow the ordering requirements
- Visit the restroom (in-store only)
- Take a photo of the beverage/food
- 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 during the timeframe specified in your shop confirmation.
- Check your shop confirmation for the store/address to order from.
- Place and pick up your order via your assigned scenario.
 - **In-store:** Place and pick up your order at the counter inside the store
 - **Drive-thru:** Place and pick up your order in the drive-thru
 - **Walk-up window:** Place and pick up your order at the walk-up window
 - **Micro lobby walk-up window:** Place and pick up your order in the small in-store lobby
 - **Mobile order (in-store):** Place your order on the app and pick it up inside the store
 - **Mobile order (drive-thru):** Place your order on the app and pick it up in the drive-thru
 - **Mobile order (walk-up window):** Place your order on the app and pick it up at the walk-up window
 - **Mobile order (micro lobby walk-up window):** Place your order on the app and pick it up in the small in-store lobby
- Download the Black Rock Coffee Bar app for mobile order scenarios.
- Get a receipt (you will always need to ask for one).
 - Do not ask for an itemized receipt. Accept any receipt they can provide.
- 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 Black Rock.



Shop Instructions

Place and pick up the order per your assigned scenario

- **In-store order or mobile in-store pickup:** Visit the restroom before you join the line.
- **All scenarios:** Count all customers ahead of you in line, including customers waiting for their orders. Do not count yourself or customers behind you.
- Record required wait times (in minutes:seconds):
 - ✓ **In-store or drive-thru order:** Time it took to be greeted when your turn to order
 - ✓ **In-store or drive-thru order:** Time from joining the line until being asked for your order
 - ✓ **In-store or drive-thru order:** Time from paying until receiving your entire order
 - i. **Drive-thru order:** If you pay before reaching the pickup window, timing begins once you reach the window and ends when you receive your entire order.
 - ✓ **Mobile orders:** Time from joining the line for pickup until receiving your order
 - i. You may arrive earlier than the quoted time, but do not start timing until your quoted pickup time. Do not arrive later than your quoted pickup time.
 - ii. Pickup times are generally 5-10 minutes after order submission.
 - iii. If the order is not ready when you arrive, wait for it. Do not leave without it.
- **Ordering requirements (all scenarios):** Order 1 beverage from the list below (no modifications unless prompted and no additional beverages).
 - Place the order without modifications (no additions, substitutions, or subtractions).
 - i. If you order a latte, you may order it plain or with 1 flavor (e.g., a vanilla latte).
 - ii. If you order an energy drink, it must be ordered iced (not frozen). If you are specifically asked to upgrade to frozen, you may accept.
 - You may only modify the beverage if specifically prompted to do so. For example, “Would you like to add another flavor?”, “Would you like an extra shot?” etc.
 - You may only order a food item 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 food or make a beverage modification.

Approved coffee beverages	Approved energy beverages
<p>Any size hot, iced, or blended:</p> <ul style="list-style-type: none"> • Caramel Blondie • Caramel Truffle • Blackout • Mocha <p>Any size hot or iced:</p> <ul style="list-style-type: none"> • Latte (plain or with 1 flavor) <p><i>* Do not order a tea latte.</i></p> <p><i>** Do not order a seasonal beverage or any another variation of these beverages.</i></p>	<p>Any size <u>iced</u> only (not frozen):</p> <ul style="list-style-type: none"> • Build-your-own Iced Fuel Energy Drink with 1 flavor <p><i>* You must create your own so you can order it to be made with only 1 flavor. Do not order a preformulated energy drink from the menu, as these have 2-3 flavors and other ingredients.</i></p> <p><i>** Do not order a canned energy drink.</i></p>

- Do not order additional beverages. You may tip, but you will not be reimbursed for it.
- NOTE: The client will review store video to confirm you ordered correctly. Ordering incorrectly per video review may result in no payment for the shop as well as removal from the program.
- **Mobile orders:** Place the order on your assigned shop date, found in your shop confirmation.
 - Accept the earliest available pickup time (asap pickup).
 - Place the order for pickup at the store/address found in your shop confirmation.
 - Order the beverage to be made as listed on the menu. No modifications and no food.
 - If unable to place an order on the app after 3 attempts, contact your scheduler.

Take a photo of your beverage (and food item if ordered) to upload with your report

- Take a clear photo of the beverage (and food item if ordered) directly after receiving it.
 - Do not add condiments to the beverage or take a drink before taking the photo.
 - For hot beverages, remove the lid and ensure you can see the liquid in the photo.
 - For cold beverages, take the photo with the lid intact and showing the sides of the cup.
 - For food items, remove the item from any packaging so that it is fully visible in the photo.

Make all required observations per your assigned scenario

- **All scenarios.** Make the following exterior observations:
 - ✓ Exterior store is clean (sidewalks, patio, and designated parking spaces).
 - ✓ Marketing signage is in good condition (not faded or damaged), and you are able to easily identify products that are part of a promotion.
- **Drive-thru order or mobile drive-thru pickup.** Check the menu board and signage.
 - ✓ Menu board is clean, lit if dark outside, and well maintained (no missing panels and not warped, broken, stained, or discolored).
- **In-store order or mobile in-store pickup.** Make the following interior observations:
 - ✓ Music is playing at an appropriate volume (not too loud or too low).
 - ✓ Tables, chairs, and the floor around them are clean and free of debris.
 - ✓ Trash cans are not overflowing, and the floor around them is clean.
 - ✓ Restroom is clean, well stocked, and in good working order.
 - ✓ Retail shelves are dust free, well stocked, and organized.
 - ✓ Pastry case is clean and organized with all products labeled with signage.
 - ✓ Condiment bar is clean and stocked with straws, stir sticks, sleeves, and napkins.



QUESTIONNAIRE

Visit date:

Start time:

End time:

Visit Information

1. How did you place your order?

In-store

Drive-thru: at a speaker box

Drive-thru: with a person outside taking orders

Drive-thru: at the window

Walk-up window

Mobile order

2. If your drive-thru order was taken by a person outside, did you pay for your order before you reached the window?

Answer Yes if you ordered and paid while you were still waiting in line (before you reached the window). Answer No if your order was taken from the line, but you did not pay until you got to the window.

Yes

No

N/A

3. How did you pick up your order?

Lobby register

Drive-thru window

Walk-up window

Store Appearance

4. Was the store's immediate exterior surrounding areas (sidewalks, patio, and designated parking spaces and/or drive thru lanes) clean?

Answer No if there is any issue with cleanliness or debris in these areas.

Yes

No

5. If no, explain any issues with exterior cleanliness or appearance:

6. Were all the drive-thru menus and signage clean and visible?

Answer No if any menus or signage were visibly dirty, the speaker box menu was not fully lit (if dark outside), or the menu board had missing panels or was warped, broken, discolored, or stained.

Yes

No

N/A – not drive-thru

7. If no, what menu or signage issues were observed?

Select all that apply.

Visibly dirty

Distorted

Damaged

Speaker box not fully lit (dark outside)

Missing panels

Warped

N/A

8. Was the lobby area clean and inviting?

Answer No if there were any issues with the cleanliness of the tables, chairs, and floor under and around tables and chairs in the dining room.

- Yes N/A – not in-store
 No

9. If no, explain any issues with interior cleanliness or appearance:

10. Were the trash cans and surrounding floor clean and not overflowing?

Answer based on the trash cans and the floor directly under and around them only.

- Yes N/A – not in-store
 No

11. If no, explain any issues with trash cans and surrounding floor area:

If trash cans were overflowing and/or there was trash on the floor surrounding the trash cans, describe the level of debris and cleanliness issues.

12. Was the restroom clean, well stocked, and in good 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, and paper towels/hand dryer were not available; if the sink, mirror, and toilet were not clean; OR if the trash cans were overflowing and there was debris on the floor.*

- Yes N/A – restroom out of order
 No N/A – not in-store

13. If no or out of order, explain any issues with restroom cleanliness or maintenance:

14. Were the retail shelves clean, well stocked, and organized?

Merchandise section should be dust free and stocked (not empty or overcrowded), with all items facing forward.

- Yes N/A – not in-store
 No

15. If no, explain any issues with retail shelf cleanliness, stock, or organization:

16. Was the pastry case clean and organized, and was all product labeled with signage?

Pastry case should be clean/crumb free, stocked, neatly organized (not empty or overcrowded), and have visible signage for each product that was standing straight in the display and was easy to read.

- Yes N/A – not in-store
 No

17. If no, explain any issues with the pastry case cleanliness, organization, or product labels:

18. Was the condiment counter clean and stocked?

Condiment counter should be clean/wiped down and be well stocked with straws, stir sticks, sleeves, etc.

- Yes N/A – not in-store
 No

19. If no, explain any issues with the condiment counter cleanliness and stock level:

20. Was music playing during your visit?

- Yes N/A – not in-store
 No

21. If yes, was the volume of the music appropriate to provide good energy without being too loud or too quiet?

- Yes
 No

N/A

22. If no, explain any issues with music volume:

Order Process

23. How many customers were in line when you joined the line to order?

Count all customers ahead of you in line in the lobby or ahead of you in the drive-thru, including customers waiting for their orders. Do not count yourself or customers behind you; select 0 if you were the only customer.

- 0
 1
 2
 3
 4
 5
 6
 More than 6
 N/A – mobile order

24. After joining the line, how long did you wait before being asked for your order?

Start timing when you join the line (or reach the order point if no one is ahead of you), and stop timing when you are asked for your order. Required format: MM:SS

25. After paying for your order, how long did it take to receive it?

Start timing after paying, and stop timing when you have received your entire order. Required format: MM:SS or N/A if you paid before reaching the window for a drive-thru scenario.

26. If you paid for your drive-thru order before you reached the window, how much time were you at the pickup window before you received your order?

Start timing once you get to the window, and stop timing when you have received your entire order. Required format: MM:SS or N/A if you had an in-store scenario or you paid at the window for a drive-thru scenario.

27. During the ordering process, did the team member suggest a new seasonal drink, retail item, food item, or drink modification to add to your order?

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

- Yes
 No
 N/A – mobile order

28. What did the employee say when suggesting an item (or when taking your order if no suggestion was made)?

29. Select everything suggested:

- Any pastry or food item
 Frozen Fuel
 Any seasonal or limited time offer drink
 Merchandise (beans, cups, apparel, etc.)
 Extra shot (drink modification)
 Larger size (drink modification)
 Alternative milk (drink modification)
 Additional flavor (drink modification)
 Dried fruit (drink modification)
 Make it sour (drink modification)
 Cold foam (drink modification)
 Whipped cream
 N/A – just asked a vague statement (e.g., Anything else for you today?)
 N/A – no suggestion at all
 N/A – mobile order

30. If you are already a loyalty member, did a team member at any time during your visit ensure that you were signed into your loyalty account (by asking for your phone number, scanning your app, or thanking you for being a loyalty member)?

Yes No N/A – not a member N/A – mobile order

31. If you are not a loyalty member, did a team member ask if you'd like to become a registered guest to start earning Bolts for every purchase made?

 Yes No N/A – already a member N/A – mobile order

32. Considering the number of customers ahead of you, did you receive your order within a reasonable timeframe?

Black Rock considers a reasonable time for in-store orders to be within 3 minutes from the time the order is paid for and for drive-thru orders to be within 90 seconds from the time the order is paid for (or within 90 seconds of the time you reached the pickup window if you paid before reaching the window).

 Yes, I received my order in 3 minutes or less

(In-store or Walk-up window)

 Yes, I received my order in 90 seconds or less (Drive-thru) No, service exceeded the target time, but the team members worked efficiently to

deliver my order as quickly as possible

 No, the wait was too long N/A – mobile order

33. If no, please explain what caused the delay and what you were told, if anything:

34. Did the team member deliver your order by addressing you by name and offering a parting remark?

Examples: "Americano for Lisa. Thank you," "Donna, latte. Have a good day," "Latte for Adam. See you next time," etc.

 Yes, both No, used my name but did not offer a parting remark No, offered a parting remark but did not use my name No, neither used my name nor offered a parting remark

Mobile Ordering/Pickup

35. Was the app user friendly (i.e., easy to navigate the menu and order your drink of choice)?

 Yes No N/A – not a mobile order

36. If no, please explain:

37. Was it easy to tell where the designated mobile pickup area was inside the store?

 Yes No N/A – not a mobile in-store pickup

38. Was your order ready before or within the quoted pickup time in the mobile app?

 Yes No N/A – not a mobile order

39. If no, please explain:

40. How many customers were in line when you joined the line to pick up your order?

Count all customers ahead of you in line in the lobby or ahead of you in the drive-thru, including customers waiting for their orders. Do not count yourself or customers behind you; select 0 if you were the only customer.

 0 1 2 3

- 4 More than 6
 5 N/A – not a mobile order
 6

41. After joining the line, how long did you wait to receive your order?

Start timing when you enter the line (or approach the counter if no one is ahead of you), and stop timing when you have received your entire order. Required format: MM:SS

Beverage/Food Quality

42. What beverage did you order?

- *Enter the beverage name exactly as it appears on the menu. If you received the wrong beverage and did not have the issue corrected, enter the name of the beverage you actually received.*
- *For a hot beverage, upload a photo of the cup without the lid so the liquid is visible. For a cold beverage, upload a photo showing the lid and sides intact on the cup.*

43. Was your beverage served in a clean cup (free of spills on the sides and lid)?

- Yes No

44. Was your beverage made to the correct specifications (temperature, taste, and modifications)?

- Yes No

45. If no, please explain:

46. How would you rate your satisfaction with the beverage you received?

- 5 – Very satisfied 2 – Dissatisfied
 4 – Satisfied 1 – Not at all satisfied
 3 – Neither satisfied nor dissatisfied

47. Explain your beverage satisfaction rating:

48. What food items (if any) did you order?

- *Enter the food name exactly as it appears on the menu. If you received the wrong food item and did not have the issue corrected, enter the name of the item you actually received.*
- *Upload a photo of the food with all packaging removed and the item fully visible.*
- *Enter N/A if you did not order any food items.*

49. Was the food served in clean, presentable packaging and at an appropriate temperature (if heated)?

- Yes N/A – no food ordered
 No

50. How satisfied were you with the overall quality and taste of the food?

- 5 – Very satisfied 2 – Dissatisfied
 4 – Satisfied 1 – Not at all satisfied
 3 – Neither satisfied nor dissatisfied N/A – no food ordered

51. Explain your food satisfaction rating:

Customer Service

52. Were you greeted within 5 seconds when it was your turn to order?

- Yes
 No

N/A – mobile order

53. If no, please explain:

54. How would you describe the team member's tone when greeting you and taking your order?

- Very friendly (genuinely interested in assisting and engaging in conversation)
 Robotic, just going through the motions

- Somewhat unfriendly
 Rude or abrupt
 N/A – mobile order

55. If the team member did not greet you in a warm and friendly manner, please explain:

56. Was the team member polite, engaging, and helpful during the entire process?

- Yes
 No

N/A – mobile order

57. If no, please explain:

58. How would you describe the team's morale and the overall store environment during your visit?

- Team members were collaborative, friendly, and interacting warmly with each other and customers, creating a welcoming and energetic atmosphere

- Team members were polite and completed their tasks but showed little enthusiasm or extra engagement beyond their basic duties
 Team members seemed disengaged and uninterested, making the store feel uninviting
 N/A – mobile order

59. Please explain:

60. If the store was busy, did you get the feeling the team members were working with a sense of urgency?

Answer N/A if you were the only customer or one of only a couple of customers at the time of your visit.

- Yes
 No

N/A – not busy

61. If no, please explain:

62. Did you feel the team members were properly trained for their roles?

- Yes

No

63. If no, please explain:

Overall Experience

64. Based solely on this visit, how would you rate your overall satisfaction in regard to customer service and team member engagement?

- 5 – Very satisfied
 4 – Satisfied
 3 – Neither satisfied nor dissatisfied

- 2 – Dissatisfied
 1 – Very dissatisfied

65. Explain your overall satisfaction rating in regard to customer service and team member

engagement only:

Comment only on customer service. Do not comment on food or beverage quality, store cleanliness, etc.

66. Explain anything that stood out positively or negatively during your visit:

Enter N/A if nothing stood out.

67. Describe anything Black Rock Coffee Bar can do better to serve you and their guests:

Enter N/A if you have no suggestions.

Marketing/Menu

68. Were promotional materials (window clings, feathered flags, signs, etc.) in good condition?

Yes

No

69. Was it easy to identify which products were part of a promotional campaign?

Yes

No

70. Did any promotional signage catch your attention?

Yes

No

Recommend

71. Based solely on this visit, how likely are you to recommend Black Rock Coffee Bar to a friend, coworker, or family member?

10 = Extremely likely to recommend Black Rock Coffee Bar to others; 0 = Not at all likely to recommend Black Rock Coffee Bar to others

10

4

9

3

8

2

7

1

6

0

5

72. Explain your willingness to recommend rating:

73. Upload the receipt for your purchase:

END OF QUESTIONNAIRE