

# CAP'T LOUI

## DINNER DINE-IN VISIT

# INSTRUCTIONS

## QUESTIONNAIRE

You and one adult guest will visit the assigned CAP'T LOUI location, on your assigned shop date, during the assigned timeframe. You will conduct the shop as a walk-in guest and wait for a table to be available in the dining area to enjoy your meal. You will evaluate the location appearance, staff service, restroom, food and beverage quality, and your overall impressions.

### Before You Begin

- Review your shop confirmation
- Know your scenario
- Know your assigned location & timeframe
- Review ordering requirements
- Review photo & receipt requirements

### Don't Forget!

- Complete shop in assigned timeframe
- Sit at a table in the dining area (not bar)
- Follow all ordering requirements
- Ask the server a knowledge question
- Take photos prior to consumption



## General Requirements

- **Submission Deadline: 11:00 AM EST the day following your scheduled shop date.** The deadline is noted in eastern standard time. If your completed survey is not submitted to [shopperhub.cxgroup.com](https://shopperhub.cxgroup.com) by the deadline, it will be automatically cancelled.
- Read all instructions and the entire questionnaire before you complete the shop.
- Answer all questions and provide detailed supporting narrative to explain your responses.
- Get an itemized receipt to upload with your report. Ask for the itemized receipt if you are not offered one, or if you pay with a card and the cashier doesn't return the itemized receipt with the sign slip.
- Take a selfie photo for shop validation (this is part of your "receipt").
- Do not reveal your identity as a mystery shopper to anyone at any time.
- Do not say or do anything to limit the opportunity for the associate(s) to perform the behaviors the survey is designed to evaluate.
- 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 CAP'T LOUI.
- If you choose to order alcohol, limit to 1 alcoholic drink per person.
- Failure to follow the specifications for this project as outlined in this document may result in shop cancellation and non-payment.

## Shop Instructions

### Step #1: Evaluate the location appearance, “CARE STATION”, restroom, and host interaction.

- Evaluate cleanliness of the restaurant exterior, entryway, dining area floors and tables, and restroom.
  - Do not penalize for minor litter, debris, or crumbs.
- Note how busy it is when you arrive and when you leave.
- Note how long it takes for you to be greeted (length of time from when you enter to being greeted by any associate), and how long you waited for a table to be available (total time waiting from making reservation as a walk-in to when the table becomes available for you and your guest).
- During your shop, you must visit the restroom to evaluate the cleanliness and atmosphere.
- Take one photo of the Care Station at your assigned location. See example below.



- Evaluate the host/hostess appearance, welcoming greeting, communication of any wait time, etc.
- Upon being seated, discreetly take one photo of the Table Setup and Utensil Set provided for you and your party. See example below:



### Step #2: Evaluate server interaction, ordering experience, food delivery.

- Evaluate the server appearance, greet timing, knowledge, offer of popular items or personal favorites, etc.

- When placing your order do not immediately say you want a fry basket or beverages, to give the associate an opportunity to upsell.
- Ask an open-ended knowledge question about the menu items, seasonings, preparation, etc., and evaluate the associate's response. For example:
  - What are the most popular side dishes?
  - What comes on the [menu item]?
  - What is [unfamiliar ingredient]?
- Evaluate the overall service experience and engagement with your table during the meal (from any team member).
  - Did they deliver the food all at one time?
  - Did they check in on you and your guest? Did they offer refills of beverages?
  - Was the order correct when you received it?
  - Clear your dishes as appropriate.
  - Handle any issues appropriately (if applicable)
- The server who primarily assists should be wearing a name tag, remember their name. If not and they do not introduce themselves, remember their physical description and check the receipt for the name of the server. Below is the uniform the server/staff should be wearing:



- Evaluate speed of service, order correctness, freshness and taste, and value of items ordered.
- Evaluate the payment transaction process
  - If a handheld device is used, did the server turn away or give privacy while you completed the transaction and tip?
- Remember to take photos of your food and beverages prior to consumption.

**Step #2: Evaluate table check-ins and overall experience.**

- Evaluate your overall impressions, including your likelihood to return or recommend and anything that stood out as positive or negative. Do not mark down for factors outside the staff's control.

**Ordering Requirements****Evaluate speed of service, presentation, freshness and taste, temperature, and value of items ordered.**

- **2 Beverages:**
  - Order two beverages other than water.
  - If you order alcohol, evaluate how long it takes to receive your drink. Also note if you are asked for ID (you must provide valid ID if asked). Do not exceed more than one alcoholic drink per guest.
- **1 Fry Basket:**
  - Order one Fry Basket and evaluate how long it takes to receive it.
- **1 Boil Bag:**
  - Order one Boil Bag with a protein, sauce and spice level of your choosing and evaluate how long it takes to receive it.
- **2 Side Items:**
  - Order two different side items and evaluate how long it takes to receive them.
  - Sides ordered must be significantly different. For example, ordering 2 sides of fries does not satisfy this requirement. It must be 2 different sides such as sausages and broccoli.

**Dessert** is optional.

**Photo & Receipt Requirements****LOCATION EXTERIOR:**

- Photo of the location exterior.

**INTERIOR PROMOTIONAL POSTER/SIGNAGE & CARE STATION:**

- Discreetly take a photo of the monthly promotional poster.



- Discreetly take a photo of the Care Station.

### FOOD & BEVERAGE:

- **Take photos prior to consumption—before taking a sip of your drinks or a bite of any food!** This is extremely important to ensure your shop is valid.
- Five to eight (5-8) total photos of your meal is required:
  - Each beverage (2)
  - Fry Basket (1)
  - Boil Bag (2)
  - Sides Items (2)
  - Dessert (1 – if ordered, you must provide a photo)
- Check your photos before drinking/eating to ensure they are clear and not blurry. Poor quality photos will NOT be accepted.

### 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.

### ITEMIZED RECEIPT:

- Ask for an itemized receipt if the server does not give you one.
- Write the shop number on your receipt, in blue or black ink, and upload a PHOTO of that receipt. A scanned image/PDF will NOT be accepted. You must handwrite the shop number in ink.
- Check your receipt photo prior to upload to ensure the image is large enough and the receipt text is readable.

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



# CAPT LOUI MYSTERY SHOP

**Location** 123 Main Street  
N/A, NY 12345

**Shop Details** Shop Date \_\_\_\_\_ Shop Day \_\_\_\_\_  
Start Time \_\_\_\_\_ End Time \_\_\_\_\_  
Dispatch ID 5701345 Shop Type D \_\_\_\_\_

## Location Appearance

### Exterior

Please upload at least one photo of the location exterior:

- Restaurant exterior cleanliness 0 / 10
- Glass on doors and windows clean and smudge-free AND entry area is completely free of litter and debris and well maintained
  - Glass on windows and doors has minor streaks or smudges OR entry area contains minor litter or debris - not completely maintained
  - Glass on windows and doors has substantial streaks or smudges OR entry area has substantial litter or debris visible - not well-maintained

### Interior

Promotional poster available in the dining area (reference your shop instructions for current promotional poster)  Yes  No

Please upload at least one photo of the promotional poster on display at location:

Care station available for guest use (Care Station will be located in dining room or restroom ONLY) 0 / 10

Care station organized and fully stocked  Yes  No 0 / 10

Indicate which of the following were available at the Care Station: 0 / 8

- Stain remover
- Floss
- Cell phone bag
- Hair tie
- None of the above

Please upload at least one photo of the location's 'Care Station':

Dining area floors 0 / 10

- Free of litter and crumbs and well-maintained
- Minor litter, debris, food crumbs - not completely maintained
- Substantial litter, debris or crumbs visible - not well-maintained

Table appearance 0 / 10

- Chairs and tables are comfortable, clean and in good repair (not wobbly)
- Chairs and tables are comfortable and clean but in need of minor repair / attention
- Most tables and chairs appear to be dirty or in poor condition

Napkin dispenser was available, fully stock, and clean  Yes  No 0 / 10

Please upload at least one photo of your table setup:

Menu (physical menu or digital display) clean and well maintained (i.e. without visible grease, sauce stains, or damage) 0 / 10

- Menu material(s) are in good condition, pleasing to the eye and clean
- Menu material(s) are pleasing to the eye but have minor rips/tears/spills
- Many of the menus are not clean and in poor condition

### Restroom

Which restroom did you visit?  Men's  Women's

Restroom cleanliness 0 / 10

- Clean, well maintained and trashcan not overflowing
- Minor attention needed to cleanliness/maintenance OR trashcan overflowing
- Substantial attention needed to cleanliness/maintenance AND trashcan overflowing

Restroom smell	<input type="radio"/> Air freshener/diffuser installed AND working <input type="radio"/> Air freshener/diffuser NOT installed OR NOT working	0 / 10
Restroom checklist visible and in-use	<input type="radio"/> Yes <input type="radio"/> No	0 / 10
Fully stocked (with toilet paper, paper towels/hand dryer working, mouthwash station, soap, lemons)	<input type="radio"/> Adequate supplies in the restroom you visited <input type="radio"/> Supplies need to be re-stocked for guests	0 / 10
Explain the responses you selected above for the Location Appearance questions:		

### Host/Hostess

Age	Gender	Glasses	Hair Color	Hair Length	Height
Host/Hostess appearance					
			<input type="radio"/> In full Cap't Loui uniform (i.e. Cap't Loui t-shirt/sweater, black pants, black sneakers, black apron on and tied in the back, and nametag) <input type="radio"/> Appearance in need of minor attention in one or more areas OR missing nametag <input type="radio"/> Appears unprofessional and/or poorly groomed AND missing nametag	0 / 10	
Greet time (Host/Hostess must initiate greet / catch you immediately as you enter)			<input type="radio"/> 0-30 sec <input type="radio"/> 31-60 sec <input type="radio"/> 60+ sec		0 / 10
Offered correct greeting			<input type="radio"/> Extended a greeting with a smile, "Welcome to Cap't Loui!" <input type="radio"/> Did NOT extend a greeting with a smile, "Welcome to Cap't Loui!"		0 / 10
Host/Hostess smiles and makes eye contact			<input type="radio"/> Uses every opportunity to smile and make eye contact, as appropriate <input type="radio"/> Smiles and makes eye contact but there is opportunity for more <input type="radio"/> Does not smile and/or avoids eye contact		0 / 10
Escorts at a comfortable pace			<input type="radio"/> Escorts you to your table at a comfortable pace <input type="radio"/> Escorts you to your table but pace is slightly uncomfortable <input type="radio"/> Does not escort you to your table		0 / 10
After seating, the Host/Hostess inform customers that our seafood is priced based on the current market price by showing the market price board			<input type="radio"/> Yes <input type="radio"/> No <input type="checkbox"/> N/A - No one present to extend final greet		0 / 10
Explain the responses you selected above for the Host/Hostess experience questions:					

### Server Interaction

Age	Gender	Glasses	Hair Color	Hair Length	Height
Server appearance					
			<input type="radio"/> In full Cap't Loui uniform (i.e. Cap't Loui t-shirt/sweater, black pants, black sneakers, black apron on and tied in the back, and nametag) <input type="radio"/> Appearance in need of minor attention in one or more areas OR missing nametag <input type="radio"/> Appears unprofessional and/or poorly groomed AND missing nametag	0 / 10	
After seating, how long did it take for the server to introduce themselves and bring water to the table:			<input type="radio"/> 0-3 minutes <input type="radio"/> 3:01-5 minutes <input type="radio"/> More than 5 minutes		0 / 10
If more than 5 minutes, how long was it before you were greeted and served water at your table:					
Server initiates a genuine, engaging greet			<input type="radio"/> Greet includes their name with genuine engagement that feels personalized to your party AND writes their name of the table paper after introduction <input type="radio"/> Greet includes their name but introduction does not feel genuine and does not engage your party OR writes their name of the table paper after introduction <input type="radio"/> Greet does not include their name and introduction sounds robotic or scripted NOR writes their name of the table paper after introduction		0 / 10
Server displays a genuine and sincere personality and positive attitude			<input type="radio"/> Genuine, sincere and energetic / uses tone of voice, volume, inflection, gestures to convey positive energy <input type="radio"/> Pleasant, polite, reserved, professional / minimal gestures and positive, steady tone <input type="radio"/> Appears to be going through the motions / disinterested		0 / 10
Server smiles and makes eye contact			<input type="radio"/> Uses every opportunity to smile and make eye contact, as appropriate <input type="radio"/> Smiles and makes eye contact but there is opportunity for more <input type="radio"/> Does not smile and/or avoids eye contact		0 / 10

Demonstrates problem solving skills - Server	<input type="radio"/> If there is a problem, server takes the initiative to try to resolve the problem to the guests' satisfaction or find someone who could <input type="radio"/> Server did not attempt to resolve the problem or find someone who could <input type="checkbox"/> N/A - No problem observed	0 / 10
Server provides undivided attention	<input type="radio"/> Consistently checks back with you throughout your meal (refills beverages, removes soiled dishes, etc.) <input type="radio"/> Checks back with you during your meal, BUT there is room for more <input type="radio"/> Does not check back with you throughout your meal or anticipate your needs (beverage refills, removal of soiled dishes, etc.)	0 / 10
Server demonstrates knowledge	<input type="radio"/> Thoroughly answers your questions AND provides additional information to promote concept/food <input type="radio"/> Thoroughly answers your questions but does NOT provide additional information beyond what you requested to promote concept / food / atmosphere <input type="radio"/> Is unable to answer your questions AND DOES NOT provide any additional information beyond what you requested	0 / 10
Indicate question asked:		
Indicate response:		
Server asks if anyone in your party had food allergies or dietary restrictions	<input type="radio"/> Yes <input type="radio"/> No	0 / 10
Server makes recommendations/suggestions on the menu or complementing items (e.g., suggesting that garlic noodles be mixed with Capt Loui house sauce, if already ordered)	<input type="radio"/> Server made recommendations/suggestions <input type="radio"/> Server does NOT make any recommendations/suggestions	0 / 10
Server provides the utensil sets to each person in your party, prior to food delivery (gloves, bibs, food tray, seafood cracker, seafood sheller, and utensils):	<input type="radio"/> Yes <input type="radio"/> No	0 / 10
Confirms and restates order	<input type="radio"/> Restates your order to ensure understanding / accuracy <input type="radio"/> Does NOT restate your order to ensure understanding / accuracy	0 / 10
Please upload at least one photo of your utensil set:		
Food delivery	<input type="radio"/> The person who delivers your food recaps and checks to be sure you have everything you ordered AND explains what the bucket is for <input type="radio"/> The person who delivers your food recaps and checks to be sure you have everything you ordered OR explains what the bucket is for <input type="radio"/> The person who delivers your food DOES NOT recap or check you have everything you ordered NOR explains what the bucket is for	0 / 10
Food order is correct and complete	<input type="radio"/> Yes <input type="radio"/> No	0 / 10
Checks for satisfaction	<input type="radio"/> Server checks back within 10 minutes of food delivery AND ensures you have everything you need <input type="radio"/> Server checks back within 10 minutes of food delivery <input type="radio"/> Server does NOT check back within 10 minutes of food delivery	0 / 10
Server maintains the table throughout your dining experience (e.g., trash / crumbs)	<input type="radio"/> Yes <input type="radio"/> No	0 / 10
Server offers additional beverages when glass is 3/4 empty	<input type="radio"/> Yes <input type="radio"/> No	0 / 10
Asks if plates can be cleared before removing	<input type="radio"/> Yes <input type="radio"/> No	0 / 10
Check delivery	<input type="radio"/> Check presenter delivers check at appropriate time to meet your needs (does not rush you) <input type="radio"/> Check is NOT delivered at appropriate time to meet your needs (you felt rushed or took too long) OR check is not delivered by check presenter	0 / 10
If handheld device used to pay, server turns away OR gives your party privacy during the tip selection process	<input type="radio"/> Yes <input type="radio"/> No <input type="checkbox"/> N/A - Did not use handheld device	0 / 10

Server expresses appreciation	<input type="radio"/> Sincerely thanks you AND offers a positive closing remark or invitation to return ('Thank you, it has been my pleasure! Please come back soon.')	0 / 10
	<input type="radio"/> Sincerely thanks you OR offers a positive closing remark or invitation to return	
	<input type="radio"/> Does NOT thank or thank is insincere and does NOT offer a positive closing remark or invitation to return	

Did the Server you interacted with make your experience feel unique based on establishing a genuine connection and engaging with you during your visit?	<input type="radio"/> Yes <input type="radio"/> No	0 / 10
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Explain the responses you selected above for the Server questions:

### Food Quality

<b>Beverages</b>		
Beverage(s) Ordered:		
Beverage(s) prepared accurately / as ordered	<input type="radio"/> Yes <input type="radio"/> No	0 / 10
Taste and quality of the beverage(s), makes this an enjoyable choice	<input type="radio"/> Yes <input type="radio"/> No	0 / 10
Beverage value - You felt you received an excellent value for the price	<input type="radio"/> Yes <input type="radio"/> No	0 / 10
If a generic cocktail (e.g. vodka martini, rum and coke, etc.) was ordered, were you asked if you preferred a specific liquor?	<input type="radio"/> Yes <input type="radio"/> No <input type="checkbox"/> N/A - Did not order a generic cocktail drink	0 / 10
Please upload at least one photo of your beverage(s) prior to consumption:		
Explain the responses you selected above for the Beverage(s) questions:		

<b>Fry Basket</b>		
Fry Basket ordered:		
Fry Basket - The plating and presentation is distinctive, eye catching and stimulates your appetite	<input type="radio"/> Yes <input type="radio"/> No	0 / 10
Fry Basket taste - Food looks and tastes exceptionally fresh, made with the highest quality ingredients and well seasoned	<input type="radio"/> Yes <input type="radio"/> No	0 / 10
Fry Basket texture - The texture enhances your enjoyment of this selection	<input type="radio"/> Yes <input type="radio"/> No	0 / 10
Fry Basket temperature - Hot items hot/cold items cold	<input type="radio"/> Yes <input type="radio"/> No	0 / 10
Fry Basket portions - how many pieces were given		
Fry Basket value - You felt you received an excellent value for the price	<input type="radio"/> Yes <input type="radio"/> No	
Please upload at least one photo of your Fry Basket prior to consumption:		
Explain the responses you selected above for the Fry Basket questions:		

<b>Boil Bag</b>		
Boil Bag ordered:		
Boil Bag presentation - The plating and presentation is distinctive, eye catching and stimulates your appetite	<input type="radio"/> Yes <input type="radio"/> No	0 / 10
Boil Bag taste - Food looks and tastes exceptionally fresh, made with the highest quality ingredients and well seasoned	<input type="radio"/> Yes <input type="radio"/> No	0 / 10
Boil Bag texture - The texture enhances your enjoyment of this selection	<input type="radio"/> Yes <input type="radio"/> No	0 / 10
Boil Bag temperature - Hot items hot/cold items cold	<input type="radio"/> Yes <input type="radio"/> No	0 / 10
Boil Bag accompanying items are of excellent quality	<input type="radio"/> Yes <input type="radio"/> No	0 / 10

Boil Bag portions - how many pieces were given

Boil Bag value - You felt you received an excellent value for the price

Yes  No

0 / 10

Please upload at least one photo of your Boil Bag prior to consumption:

Explain the responses you selected above for the Boil Bag questions:

#### Side Items

Side Items Ordered:

Side Items presentation - The plating and presentation is distinctive, eye catching and stimulates your appetite

Yes  No

0 / 10

Side Items taste - Food looks and tastes exceptionally fresh, made with the highest quality ingredients and well seasoned

Yes  No

0 / 10

Side Items texture - The texture enhances your enjoyment of this selection

Yes  No

0 / 10

Side Items temperature - Hot items hot/cold items cold

Yes  No

0 / 10

Side Items accompanying items are of excellent quality

Yes  No

0 / 10

Side Items portions - how many pieces were given

Side Items value - You felt you received an excellent value for the price

Yes  No

0 / 10

Please upload at least one photo of your Side Items before consumption:

Explain the responses you selected above for the Side Items questions:

#### Dessert

Did you order dessert?

Yes  No

Dessert ordered:

Dessert - The plating and presentation is distinctive, eye catching and stimulates your appetite

Yes  No

0 / 10

Dessert taste - Food looks and tastes exceptionally fresh, made with the highest quality ingredients and well seasoned

Yes  No

0 / 10

Dessert texture - The texture enhances your enjoyment of this selection

Yes  No

0 / 10

Dessert temperature - Hot items hot/cold items cold

Yes  No

0 / 10

Dessert portions - how many pieces were given

Dessert value - You felt you received an excellent value for the price

Yes  No

0 / 10

Please upload at least one photo of your Dessert prior to consumption:

Explain the scores you selected above for the Dessert questions:

#### Overall Impression

How would you rate your overall experience at this restaurant?

0  1  2  3  4  5  6  7  8  9  10

Based on your experience, how likely are you to RETURN to this restaurant?

0  1  2  3  4  5  6  7  8  9  10

Based on your experience, how likely would you be to RECOMMEND this restaurant to others?

0  1  2  3  4  5  6  7  8  9  10

Based on this ONE experience, how do you feel this establishment compares to its competition?

- Much Better
- Somewhat Better
- Same
- Somewhat Worse
- Much Worse

Please indicate whom you consider to be this location's competition:

Indicate any area of opportunity that will allow this location to better serve you

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

Explain the responses you selected above for the Overall Impression questions: