

# SCOOTER'S COFFEE

## SUMMER 1 'CAMP SCOOTERS' 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.
- Do not order any food items. Decline if offered.
- 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 beverages (non-energy)  | Approved Red Bull beverages  |
|--|--|
| 1 small hot, iced, or blended: <ul style="list-style-type: none"> <li>• S'mores Latte</li> <li>• Banana Cream Matcha</li> </ul> 1 small iced: <ul style="list-style-type: none"> <li>• S'mores Crème Cold Brew</li> </ul> 1 small blended: <ul style="list-style-type: none"> <li>• Sticky Monkey Shake</li> <li>• Strawberry Shortcake Shake</li> <li>• Caramel Cookie Shake</li> </ul> | 1 medium iced or blended: <ul style="list-style-type: none"> <li>• Lavender Haze</li> <li>• Dragon Nectar</li> <li>• Cherry Cove</li> <li>• Sunkissed Strawberry</li> <li>• Golden Coast</li> <li>• Electric Lime</li> <li>• Grape Rush</li> </ul> |

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

**Menu board (in-store shops)**

- In-store menu board must include the 'Red Bull Infusion' overhead panel somewhere (as seen in the image below).

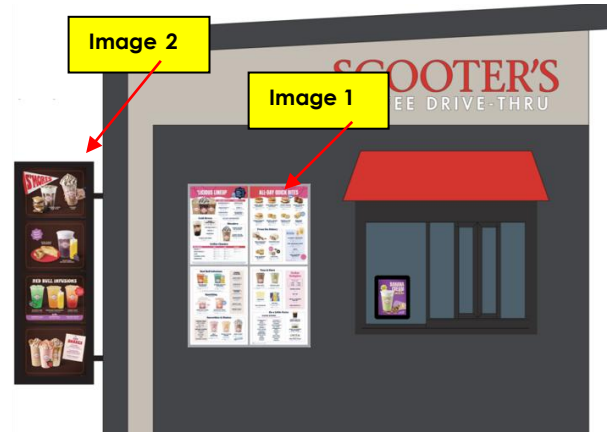
Coffee House menu boards will differ in appearance  
This visual should always be included

Menu board (drive-thru shops)

- Drive-thru menu board must include these panels:



- If menu board is on the side of the building (image 1), the 'S'mores' signs must be on the side of the building near the pickup window (image 2).



Large snap frame signage (drive-thru shops)

- Large snap frames: If the location has 1 or more large snap frames on the side of the building, you should see 1 or more of the 3 shown (Shakes, S'mores, or Red Bull Infusions). There may be more.



- Check all 4 sides of the building. Large snap frames can be posted on any side; look for them as you are driving around to get in the drive-thru lane.

Mini snap frame signage (drive-thru shops)

- Mini snap frames: Will have 1 of these 3
  - 'Banana Cream Matcha', sign #1
  - 'Mini Chocolate Chip Cookies', sign #2
  - 'We think you'll love this', sign #3
- Look for it on the speaker box, on or near the drive-thru menu board, and on the pickup window. Look in all 3 places.



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

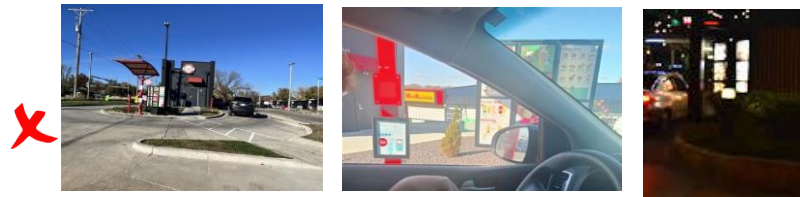
- Follow all instructions below for how to correctly take each photo to upload with your report.
- Photos will not be accepted if they are blurry, dark/shadowed, overexposed (white), or taken from too far away or too closely to see all menu board panels and the pickup window.

**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.



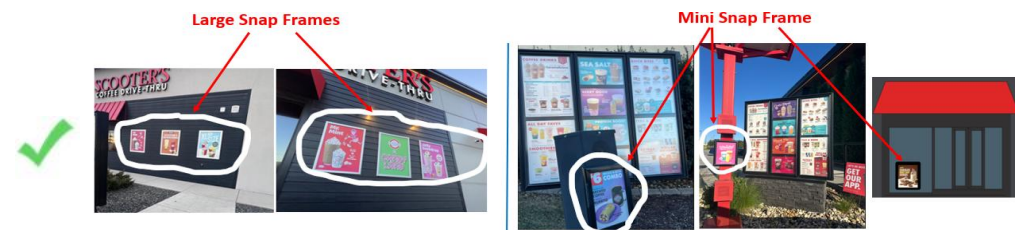
These photos are acceptable to verify presence of the correct menu board signage.



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)

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)

- **S'mores Latte:** Whipped cream, mallo drizzle in the cup, and mocha drizzle and graham cracker topping on top of the whipped cream
- **Banana Cream Matcha:** Banana cold foam
- **S'mores Crème Cold Brew:** S'mores cold foam, mallo drizzle in the cup, and mocha drizzle and graham cracker topping on top of the cold foam
- **Sticky Monkey Shake:** Whipped cream, caramel drizzle in the cup, and caramel drizzle on top of the whipped cream
- **Strawberry Shortcake Shake:** Whipped cream, and strawberry drizzle and graham cracker topping on top of the whipped cream
- **Caramel Cookie Shake:** Whipped cream, and caramel drizzle and 1 mini chocolate chip cookie on top of the whipped cream
- **Grape Rush Red Bull Infusion:** Grape cold foam
- **All other Red Bull Infusions:** No topping



# QUESTIONNAIRE

Shop date:

Start time:

End time:

## POP & Marketing

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

Drive-thru: at a speaker box

Drive-thru: at the window

Drive-thru: with a person outside taking orders

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.

Yes, all menu panels were correct

No promotional panels were displayed

No, some panels were missing or incorrect

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

• Answer Yes if the Summer promotional signage was present on any side of the building.

• Upload a photo of the large snap frames showing the presence or absence of the promotional signage.

Yes, promotional signage was present

N/A – no snap frames on side of building

No, promotional signage was not present

N/A – in-store

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

• The correct mini snap frame is either the purple 'Banana Cream Matcha', the purple 'Mini Chocolate Chip Cookies', or the pink/red 'We Think You'll Love This' sign. Answer No if none of these is posted.

• Upload a photo of the menu board area or pickup window showing the presence or absence of the mini snap frame.

Yes

No mini snap frame observed

No, different mini snap frame posted

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.

Friendly (good energy, genuine, engaging)

Somewhat unfriendly

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

Rude or abrupt

### 6. Did the barista upsell?

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.).

Yes

No

**7. What did the barista offer as an add-on?***Select all that apply.*

- |   |   |
|---|---|
| <input type="checkbox"/> Any pastry or food item                  | <input type="checkbox"/> Cold foam (drink modification)   |
| <input type="checkbox"/> Any seasonal or limited time offer drink | <input type="checkbox"/> Merchandise (beans, cups, apparel, etc.)                                   |
| <input type="checkbox"/> Extra shot (drink modification)          | <input type="checkbox"/> N/A – just asked a vague statement (e.g.,<br>Anything else for you today?) |
| <input type="checkbox"/> Larger size (drink modification)         | <input type="checkbox"/> N/A – no upsell at all   |
| <input type="checkbox"/> Alternative milk (drink modification)    |   |
| <input type="checkbox"/> Additional flavor (drink modification)   |   |

**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.*

- |   |   |
|---|---|
| <input type="checkbox"/> Yes, OR made a similar statement with the word 'Scoot' | <input type="checkbox"/> N/A – no speaker box |
| <input type="checkbox"/> No, did not use the word 'Scoot' at all                | <input type="checkbox"/> 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.*

- |  |  |
|--|--|
| <input type="checkbox"/> Personal (used customer names, remembered orders, or made a connection) | <input type="checkbox"/> Scripted (robotic, just going through the motions, lacked energy) |
| <input type="checkbox"/> Friendly (good energy, genuine, engaging)                               | <input type="checkbox"/> Somewhat unfriendly   |
|  | <input type="checkbox"/> 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).*

- |   |   |
|---|---|
| <input type="checkbox"/> Very comfortable and welcoming | <input type="checkbox"/> Somewhat uncomfortable |
| <input type="checkbox"/> Somewhat comfortable           | <input type="checkbox"/> Very uncomfortable     |
| <input type="checkbox"/> Neutral                        |   |

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

- |  |  |
|--|--|
| <input type="checkbox"/> Excellent (coordinated, positive) | <input type="checkbox"/> Fair                            |
| <input type="checkbox"/> Very good                         | <input type="checkbox"/> Poor (disengaged, disorganized) |
| <input type="checkbox"/> Good                              |  |

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

- |   |   |
|---|---|
| <input type="checkbox"/> Yes, probably within a week  | <input type="checkbox"/> Probably not   |
| <input type="checkbox"/> Yes, probably within a month | <input type="checkbox"/> 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

Satisfied

Neither satisfied nor dissatisfied

Dissatisfied

Very 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.*

S'mores Latte

Banana Cream Matcha

S'mores Crème Cold Brew

Sticky Monkey Shake

Strawberry Shortcake Shake

Caramel Cookie Shake

Lavender Haze Red Bull Infusion

Dragon Nectar Red Bull Infusion

Cherry Cove Red Bull Infusion

Sunkissed Strawberry Red Bull Infusion

Golden Coast Red Bull Infusion

Electric Lime Red Bull Infusion

Grape Rush Red Bull Infusion

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

• *Answer Yes if you received the correct beverage 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

Satisfied

Neither satisfied nor dissatisfied

Dissatisfied

Very dissatisfied

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

Very likely

Likely

Unsure

Not likely

Not at all likely

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

About the same

Less memorable

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