

MAINSTREET VENTURES

WALK-IN CASUAL DINING

INSTRUCTIONS

QUESTIONNAIRE

Visit the assigned Mainstreet Ventures restaurant and have your meal in the dining room while evaluating food quality, staff service, and meal timing.



Before You Begin

- Review your shop confirmation
- Review ordering requirements



Don't Forget!

- Follow all ordering requirements
- Request the location of the restroom
- Record required service times
- Take your copy of the itemized receipt



General Requirements

- Read all instructions and the entire questionnaire before you complete the shop.
- Visit the assigned location on the date and time listed in your confirmation email. Do NOT make a reservation.
- Keep the itemized receipt given to you when the bill arrives and your customer copy of the receipt with the tip amount clearly written on it. Upload both images with your report.
 - Give a gratuity of 20% for service, regardless of service quality (e.g., tip \$12 on a \$60 bill).
 - If not given an itemized receipt, do not ask for one, as doing so may reveal your identity.
- Do not reveal your identity as a mystery shopper to anyone at any time.
- 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 a Mainstreet Ventures restaurant.



Shop Instructions

Step #1: Know the minimum ordering requirements for your assigned restaurant

- You and your guest cannot order the same menu item for any course.
 - Variations on the same menu item (e.g., two pizzas with different toppings) are not considered different menu items.
- Order at least 2 courses and 2 beverages.
 - Your meal must include 2 different entrees as one of the required courses.
 - For the additional required course, choose at least one of the following: soup, salad,

appetizer, or dessert.

Step #2: Sit in the dining room for your meal and say you're a first-time guest

- Sit in the dining room for your meal. You cannot sit at the bar, in the bar area, or in the beer garden.
- When asked if you have ever dined there before, say you are a first-time guest even if you are not.

Step #3: Make staff observations, ask the location of the restroom, and capture wait times

- Remember employee names from their nametags and their complete physical descriptions.
- Observe if a manager is actively working in the dining area.
 - The management team will likely be wearing a pin.
 - The manager often takes the role of host. If the host is not wearing a nametag and is in business attire, consider them a manager.
- Visit the restroom. Ask your server the location of the restroom (even if you can locate it on your own) to evaluate whether you are verbally directed or walked to within view of the restroom.
- Take a clear, true-colored photo of any courses that did not meet expectations, and upload the images with your report.
- Capture the following wait times using a watch or another device:
 - ✓ Time from arrival to being acknowledged by the host
 - ✓ Time from being seated in the dining room until being acknowledged by a server
 - ✓ Time from when you placed your beverage order until beverages were served
 - ✓ Time from when you ordered each course until it was served
 - ✓ Time from when you presented your dining room payment until given the receipt



QUESTIONNAIRE

Shop date:

Start time:

End time:

Arrival and Host/Hostess Service

1. What was the name of the host or hostess who assisted you?

If you were unable to obtain the name of the host or hostess who assisted you, provide their gender, hair color, height and age range.

2. When you arrived at the podium, how long did you wait to be acknowledged?

☐ Under 1 minute

☐ More than 2 minutes

☐ 1-2 minutes

3. If you waited more than 2 minutes, please explain:

4. Was the host or hostess hospitable toward you and your guest(s)?

Hospitable examples would include making small talk with you on the way to your table, giving you the right of way to sit, pulling the chair out for you and your guest(s), offering to hang your coat, etc.

☐ Yes

☐ No

5. Arrival and Seating comments:

Provide a paragraph of comments describing your arrival and your interaction with the host or hostess.

Dining Room Service

6. What was the name of the server who assisted you in the dining room?

The server name can be found on their nametag or on the itemized receipt. If it is not and you did not obtain a name, provide the server's gender, hair color, height, and age range.

7. Did the server describe the concept of the restaurant, share menu knowledge and specials, and suggest offerings?

Answer Yes if the server described the concept, pointed out specific items on the menu, made suggestions, etc.

☐ Yes

☐ No, the server did not provide a menu

☐ No, the server mentioned some items, but not all

presentation

8. Please describe the server's menu presentation:

Explain what was said or done during the server's menu presentation. Include any specific suggestions made and how the server described the menu. If no menu presentation was offered, explain what happened before you placed your order.

9. Was each item served correctly as ordered?

☐ Yes

☐ No

10. If no, please explain:

11. Did anyone return to perform a verbal quality check of your food after two bites?

- ☐ Yes ☐ No
12. Did anyone refill your beverages and waters or offer another beverage as needed throughout your meal?
- ☐ Yes ☐ No
13. Were all non-alcoholic beverages listed on your dining bill?
- ☐ Yes ☐ N/A – only water or alcoholic beverages were ordered
- ☐ No
14. Did anyone clear and manicure the table as needed throughout the meal?
- Answer Yes if dirty plates, crumbs, etc. were removed from the table.*
- ☐ Yes ☐ No

15. Dining Room Service comments:

Please provide a paragraph of comments describing your dining room visit and your interaction with the server throughout the meal.

Dining Room Associate Engagement

16. Was a manager visible in the dining room for the majority of your visit and visiting tables within your line of sight?
- ☐ Yes ☐ No

17. Describe what the manager was doing during your visit:

Food & Beverage Overall Impressions

18. List the full menu name of all food items ordered:
- Include each soup, salad, appetizer, entrée, and dessert for you and your guest(s).*
19. List the full menu name of all beverages ordered:
- Include each beverage for you and your guest(s).*
20. Was each food item served at the appropriate temperature?
- Answer Yes if hot items were served hot and cold items were served cold.*
- ☐ Yes ☐ No
21. Were all ingredients fresh in taste and appearance?
- ☐ Yes ☐ No
22. Were all beverages appropriate in quality and temperature?
- ☐ Yes ☐ No
23. Was all service ware clean and in good repair?
- ☐ Yes ☐ No

24. Please list the food items that you enjoyed the most:

25. Please explain what you liked about each of these items:

26. Please list any food items that did not meet your expectations or that you did not enjoy:

Enter N/A if all items met or exceeded your expectations.

27. Please explain what did not meet your expectations or what you did not enjoy about each of these items:

If you took a photo of the item(s), please upload here. Enter N/A if all items met or exceeded your expectations.

28. Food and Beverage comments:

Provide a paragraph of comments describing your overall impressions of the food and beverage taste and quality.

Visit Timing

29. After you were seated in the dining room, how many minutes did you wait to be acknowledged?

Answer 'Under 1 minute' if your server seated you.

☐ Under 1 minute

☐ More than 2 minutes

☐ 1-2 minutes

30. After you ordered, how many minutes did you wait for your beverage(s) to be served?

☐ Under 5 minutes

☐ More than 8 minutes

☐ 5-8 minutes

31. Did all beverages come out at the same time?

☐ Yes

☐ No

32. If not, how were they served?

33. After you ordered, how many minutes did you wait for your first course to arrive?

☐ Under 5 minutes

☐ More than 8 minutes

☐ 5-8 minutes

34. After you ordered, how many minutes did you wait for your second course to arrive?

☐ Under 5 minutes

☐ More than 8 minutes

☐ 5-8 minutes

35. After you presented your payment, how many minutes did you wait for the server to deliver your change/receipt?

☐ Under 2 minutes

☐ More than 3 minutes

☐ 2-3 minutes

36. Was each course served in a timely manner without overlap?

• *Answer Yes if the courses did not overlap.*

• *Answer No if an item was served before you were ready/finished with the previous item.*

☐ Yes

☐ No

37. If no, please explain:

38. Did you feel your service lagged at any point in your dining experience?

Answer Yes if the timing of any course did not meet your expectations.

☐ Yes

☐ No

39. If yes, please explain:

Cleanliness and Atmosphere

40. Was the building exterior clean and well maintained?

☐ Yes☐ No

41. If no, please explain:

42. Was the appearance of the entrance area and foyer clean and well maintained?

☐ Yes☐ No

43. If no, please explain:

44. Was the staff actively busing and resetting tables in an efficient and cleanly manner?

☐ Yes☐ No

45. If no, please explain:

46. Was the restroom clean and well stocked?

- Answer Yes if soap, toilet paper, and paper towels/hand dryer were present and the walls, floor, and fixtures were clean.
- Answer No if soap, toilet paper, paper towels/hand dryer were not present or if the walls, floor, or fixtures were dirty.
- Answer N/A if the restroom was unavailable during your visit.

☐ Yes, clean and well stocked☐ No, neither clean nor well stocked☐ No, clean but not well stocked☐ N/A – restroom not available☐ No, well stocked but not clean

47. Which restroom did you observe during your visit?

☐ Men's☐ Family/Unisex☐ Women's☐ N/A – restroom not available

48. Were you or did you observe any guests being walked to within view of the restroom?

- Answer Yes if the employee escorted you (or a guest) most of the way to the restroom so that you were easily able to find it. The employee does not need to walk you all the way to the restroom door for a Yes.
- Answer No if you (or a guest) were only given verbal directions and had to locate the restroom on your own.

☐ Yes☐ No

49. If no, please explain:

50. Were the temperature, lighting, and music set at appropriate levels?

☐ 5 – Extremely appropriate☐ 2☐ 4☐ 1 – Extremely inappropriate☐ 3 – Somewhat appropriate

51. If not appropriate, please explain:

52. Cleanliness and Atmosphere comments:

Provide a paragraph of commentary describing the cleanliness and atmosphere of all areas of the restaurant.

Overall Visit Impressions

53. Please select all positive behaviors you observed:

Select all employee behaviors you saw other customers experience or that you personally experienced when interacting with the employees.

☐ Professional☐ Polite☐ Pleasant☐ Prompt

- | | |
|--|---|
| ☐ Engaged | ☐ Made conversation |
| ☐ Friendly | ☐ Smiled |
| ☐ Attentive | ☐ Thanked |
| ☐ Helpful | ☐ Anticipated guests’ needs |
| ☐ Focused | ☐ Honored requests gracefully |
| ☐ Greeting was enthusiastic | ☐ N/A – did not observe any of these behaviors |
| ☐ Made good eye contact | |

54. If you chose N/A, please explain:

55. How would you describe your visit to a friend?

- | | |
|------------------------------------|-------------------------------|
| ☐ Excellent | ☐ Fair |
| ☐ Good | ☐ Poor |

56. Based on this visit, how likely are you to return?

- | | |
|--|---|
| ☐ 10 – Extremely Likely | ☐ 4 |
| ☐ 9 | ☐ 3 – Not Likely |
| ☐ 8 | ☐ 2 |
| ☐ 7 – Likely | ☐ 1 |
| ☐ 6 | ☐ 0 – Extremely Unlikely |
| ☐ 5 | |

57. Based on this visit, how likely are you to recommend the restaurant?

- | | |
|--|---|
| ☐ 10 – Extremely Likely | ☐ 4 |
| ☐ 9 | ☐ 3 – Not Likely |
| ☐ 8 | ☐ 2 |
| ☐ 7 – Likely | ☐ 1 |
| ☐ 6 | ☐ 0 – Extremely Unlikely |
| ☐ 5 | |

58. Overall Impression comments:

Provide a paragraph of commentary describing your overall impressions of the visit and why you would or would not recommend.

Demographic Information

59. Evaluator Age:

- | | |
|--------------------------------|--------------------------------|
| ☐ 21-25 | ☐ 46-50 |
| ☐ 26-30 | ☐ 51-55 |
| ☐ 31-35 | ☐ 56-60 |
| ☐ 36-40 | ☐ 60+ |
| ☐ 41-45 | |

60. Evaluator Education:

- | | |
|---|---|
| ☐ Attended High School | ☐ College Graduate |
| ☐ High School Graduate | ☐ Post Graduate |
| ☐ Attended College | |

61. Household Income:

Combined resident total

- | | |
|--|--|
| ☐ Less than \$20,000 | ☐ \$30,000 - \$39,999 |
| ☐ \$20,000 - \$29,999 | ☐ \$40,000 - \$49,999 |

☐ \$50,000 - \$59,999☐ \$70,000 - \$79,999☐ \$60,000 - \$69,999☐ \$80,000+

62. Upload the receipt for your meal showing the total amount paid, including tip:

END OF QUESTIONNAIRE