

# XFINITY

## MINIONS & MONSTERS MYSTERY SHOP

# INSTRUCTIONS • QUESTIONNAIRE

Visit an Xfinity store using your assigned scenario (new or existing Xfinity customer), and ask about the Minions & Monsters promotion. While on-site, assess the presence of specific Minions & Monsters 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
- Be prepared to record your screen when interacting with the Augmented Reality (AR) scavenger hunt (instructions provided below)

### Don't Forget!

- Ask all required questions
- Look for all promo signage
- Take all required photos
- Participate in the Augmented Reality (AR) scavenger hunt & record your phone screen while doing so (follow instructions below)
- Request a business card



## General Requirements

- You must have an iPhone or Android phone to participate.
- 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 interested in service/ask about Minions & Monsters promo
  - **Scenario 2:** Existing Xfinity customer account inquiry/ask about Minions & Monsters 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 Minions & Monsters 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](http://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 Minions & Monsters promotion and the level of interest and interaction customers have.

#### Scenario 1: Non-Xfinity customer/express interest in Minions & Monsters promotion

- You must be prepared to provide an address of a new customer (yours or someone else's).
- Check in upon arrival (if required), then begin to browse.
- When assisted, say you would like information about their internet or TV plan options.
  - The sales associate will talk with you about Xfinity services. Allow them to do so and make note of what is said about becoming a new customer.
- **Required question:** At some point, ask what's going on with all the Minions & Monsters stuff.

#### Scenario 2: Existing Xfinity customer/express interest in Minions & Monsters 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 begin to browse.
- 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 Minions & Monsters stuff.

### Step #2: Confirm presence of 6 Minions & Monsters promotional items

- Take a photo of the table below so you have it available during the shop to remember the items. Do not make this information visible to anyone else in the store.
- Look around the entire store for all 6 promotional items. Listen for any discussion of the Minions & Monsters event, t-shirts, etc.
- Accept all Minions & Monsters promotional merchandise & take-home materials offered to you.
- Remember what is said to you and other customers about the Minions & Monsters promotion, and what, if anything, was offered to you.

Item #1: Pin giveaway	Item #2: T-shirt giveaway (adult & kid's size)	Item #3: Puffy Magnet giveaway	Item #4: Augmented Reality (AR) Scavenger Hunt Floor Stand	Item #5: Large Photo Standee	Item #6: Digital Signage (digital screens on display walls)
					

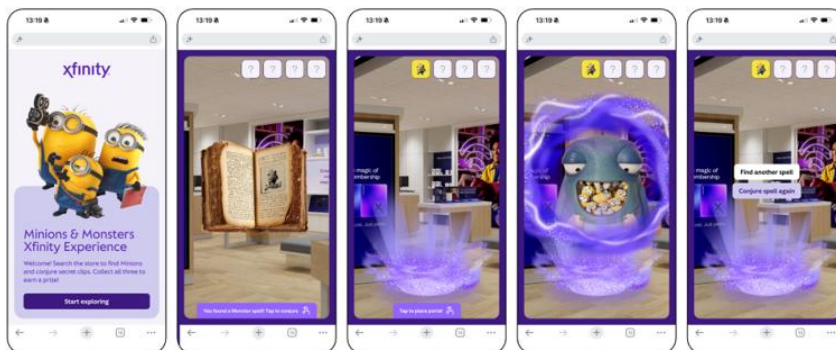
**Step #3: Take all 6 required photos**

- 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:** Photos of the large Minions & Monsters standee (item #5 in the table).
- **Photo #3:** Photo of the Digital Minions & Monsters signage inside the store (item #6 in the table).
- **Photo #4:** Photos of all Minions & Monsters merchandise and take-home materials you receive.
- **Photo #5:** Photo of the AR scavenger hunt QR code
- **Photo #6:** Photo of something you don't think looks good/right with any Minions & Monsters 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.



**Step #4: Scan the QR code, go through the Augmented Reality (AR) experience & record**

- Scan the QR code with your phone to join the Augmented Reality (AR) experience in the store.
- Make a screen recording of your phone screen while viewing the AR experience (directions below). If you are unable to record, please provide screenshots of the experience.
- Upload the recording from your phone's photo gallery with your report.

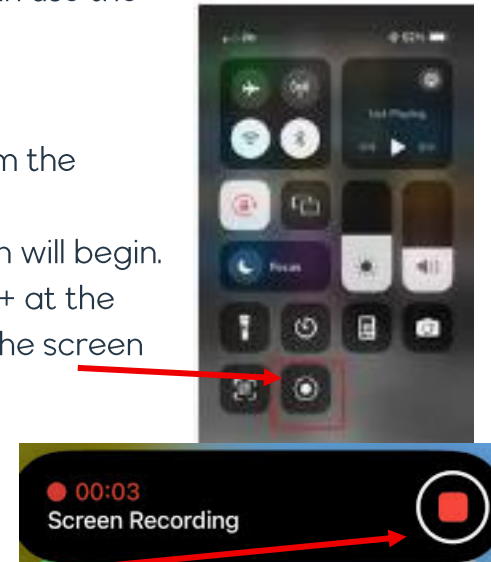


## How to record your phone screen while viewing the AR experience:

- To record your phone screen while watching something, you can use the built-in screen recorder on your iPhone or Android.

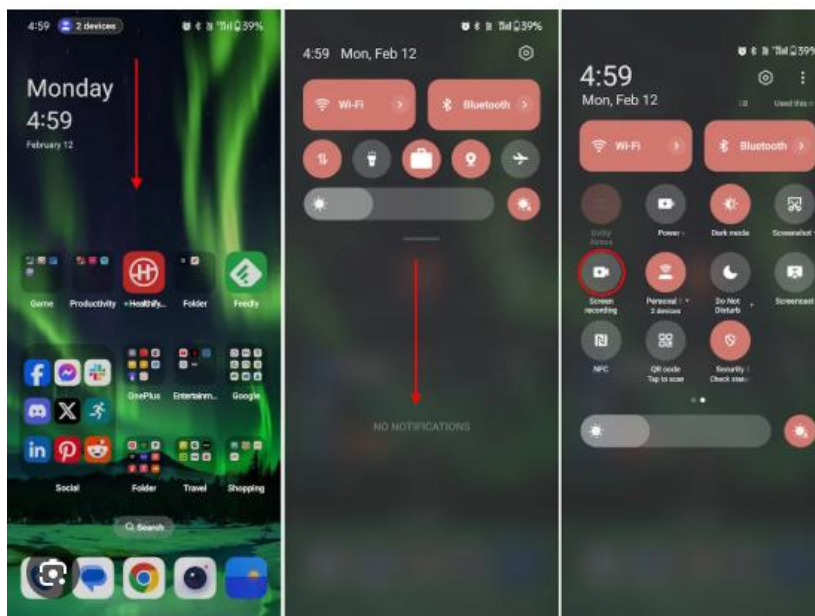
### iPhone Instructions:

- Swipe down from the top right corner of your screen (or up from the bottom on older iPhones).
- Tap the grey Screen Recording icon and a 3-second countdown will begin.
  - If you do not have the icon, you can add it by clicking the + at the top left of your screen, then 'Add a Control' and choose the screen recording icon.
- Open the AR experience and begin watching while your phone records the screen.
- Include sound by making sure your phone is not on silent.
- When finished with the whole experience, stop the recording by tapping the red status bar or floating bubble at the top of the screen.
- The recording will save to your phone's photo gallery.



### Android Instructions:

- Swipe down twice from the top of your screen to fully reveal your menu tiles.
- Tap the Screen Recorder tile.
  - If you do not have the icon, tap the pencil/edit icon, find the tool under your inactive options, and drag it onto your active menu.
- Select Media Sounds (or Device Audio) to capture the video's sound.
- Tap Start Recording. Once the countdown finishes, navigate to the AR experience.
- When finished with the whole experience, swipe down your notification panel and tap Stop. Your file will save to your phone's photo gallery.





# QUESTIONNAIRE

Shop date:

Start time:

End time:

## Visit Information

1. Which scenario did you use?

Non-Xfinity customer

Existing Xfinity customer

2. If you are an existing Xfinity customer, what is your Xfinity membership tier?

Silver

Diamond

Gold

Unsure

Platinum

N/A – Non-customer

## Minions & Monsters Promotion

3. Did the store have Minions & Monsters 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

No

4. Did the store have the Minions & Monsters digital signage displayed?

*Upload a photo of the digital sign/screen that was displayed.*

Yes

No

5. Did the store have Minions & Monsters pins available to give away?

Yes

No

6. Did the store have Minions & Monsters t-shirts available to give away?

Yes, adult sizes only

Yes, both adult and kids' sizes

Yes, kids' sizes only

No

7. Did the store have Minions & Monsters puffy magnets available to give away?

Yes

No

8. What Minions & Monsters promotional merchandise or take-home materials were you given or offered?

*Select all that apply. Upload a photo of the Minions & Monsters merchandise or take-home materials you received.*

Pin

Puffy magnet

T-shirt (kid's size)

None of the above

T-shirt (adult size)

9. If any of the promotional merchandise or take-home materials were available but not offered/given to you, what explanation did the associate give, if any?

10. Did the store have the large Minions & Monsters photo standee set up?

*Upload a photo of the photo standee.*

Yes

No

**11. Did the store have the Minions & Monsters AR experience floor stand displayed?**

*Upload a photo of the Minions & Monsters AR scavenger hunt floor stand with the QR code. In addition, if you were unable to obtain a video of the AR scavenger hunt and only have screen shots of it, upload those images here.*

Yes

No

**12. Describe your experience with the Minions & Monsters AR scavenger hunt:**

*Upload your screen recorded video of the experience. Include your thoughts on the imagery, size, placement within the store, quality, appeal, whether the instructions were clear and easy to understand, how the experience impacted your visit, etc. If you were unable to record a video, upload screen shots of the experience in Q11.*

**13. Which Minions & Monsters promotional experience did you find the most eye-catching or appealing?**

Minions & Monsters signage on the outside door/windows

Large Minions & Monsters photo standee

Minions & Monsters AR experience

Digital Minions & Monsters signage

N/A – no Minions & Monsters displays

**14. Why was that promotional experience the most eye-catching or appealing?****15. Did you find any Minions & Monsters 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, was overwhelming, was messy or sloppy, etc. Upload a photo of any Minions & Monsters display you found did not look good/right.*

Yes

No

**16. If yes, please explain:****17. How would you describe the sales associate's tone/attitude toward the Minions & Monsters promotion?**

Excited/interested/happy about the promotion

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

Not happy/overwhelmed with activity

**18. 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.*

**19. How would you describe other customers' interactions/reactions to the Minions & Monsters promotional displays/signage?**

Excited/interacting with the displays/signage

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

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

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

N/A – no other customers in the store

N/A – no Minions & Monsters displays

**20. How would you describe other customers' interactions/reactions to the Minions & Monsters photo standee area?**

Excited/interacting with the photo standee

Indifferent/looking at the photo standee but not really interacting

Indifferent/not really looking at or interacting with the photo standee

Irritated/overwhelmed/not enjoying some aspect of the photo standee

N/A – no other customers in the store

N/A – no photo standee

**21. How would you describe other customers' interactions/reactions to the Minions & Monsters promotional giveaways?**

*Giveaways include the Minions & Monsters pins, t-shirts, and puffy magnets.*

- |   |   |
|---|---|
| <input type="checkbox"/> Excited, appeared to enjoy getting them                                | <input type="checkbox"/> N/A – did not see other customers being offered giveaways                                |
| <input type="checkbox"/> Indifferent, no reaction really (just accepted or did not accept them) | <input type="checkbox"/> N/A – no other customers in the store  |
| <input type="checkbox"/> Not at all excited, no interest or refused items                       | <input type="checkbox"/> N/A – the store did not have or was out of Minions & Monsters promotional giveaway items |

**22. How would you describe other customers' interactions/reactions to the Minions & Monsters AR experience?**

- Excited, appeared to enjoy exploring the AR experience
- Indifferent, no reaction really
- Not at all excited, no interest or refusal to engage
- N/A – did not see other customers doing the AR experience
- N/A – no other customers in the store
- N/A – no AR experience seen in the store

**23. Explain what you observed with other customers' interactions/reactions to the Minions & Monsters displays, signage, photo standee, AR experience, and giveaways:**

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

### Associate Interaction

**24. 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.).*

**25. Were you greeted or acknowledged when you entered the store?**

- Yes  No

**26. 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

**27. 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.).*

**28. Did the sales associate mention the Minions & Monsters promotion without prompting?**

- Yes  No, I had to ask

**29. What did the sales associate say about the Minions & Monsters promotion?**

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

**30. Did the sales associate encourage you to engage with any Minions & Monsters display/promotional item (e.g., take a giveaway item)?**

- Yes  No

31. Describe what you were encouraged to interact with and what the sales associate said to encourage you:

32. Non-Xfinity customer: Did the sales associate talk to you about becoming an Xfinity customer?

Yes

N/A – existing customer

No

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

Yes

N/A – non-customer

No

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

*Select all that apply.*

Free mobile for 1 year

Special discounts

Free wi-fi hotspots

Other

Disney+ and Hulu for Gig+ customers

None of the above

Peacock

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

36. Did the sales associate tell you how you can use the Member's Xfinity App to see what you qualify for?

Yes

No

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

Yes

N/A – non-customer

No

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

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

Yes

N/A – non-customer

No

40. 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 Minions & Monsters promotion activity at the store.*

41. 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