

NVA PET RESORTS

FACILITY TOUR MYSTERY SHOP

INSTRUCTIONS

QUESTIONNAIRE

You will visit your assigned pet boarding facility, present a scenario about your interest in pet boarding services, and tour the location. You will evaluate the store presentation, associate knowledge, and customer service received.



Before You Begin

- Review your shop confirmation
- Prepare a valid scenario
- Know your assigned location
- Call or look online to verify business hours
- Review photo requirements



Don't Forget!

- Present a valid scenario
- Arrive at least 1 hour prior to closing time
- Ask for a tour if not proactively offered one
- Ask for the name of the associate(s)
- Take a storefront selfie photo



General Requirements

- **Submission Deadline: 12:00 PM 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 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.
- Take a selfie photo for shop validation (this is 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 the assigned store, an affiliated store, or any NVA Pet Resorts location.
- Children are not allowed to accompany you on this shop.
- Pets are not allowed to accompany you on this shop.
- 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: Prepare your scenario. You will express interest in pet boarding services for a dog, dog and cat, or multiple dogs and cats.

- Prepare a scenario in which you have at least 1 dog OR at least 1 dog + 1 cat. A dog must be part of your scenario to allow the associate the opportunity to show you all areas of the facility.
- If you actually own a dog (or did in the past), we encourage you to use that dog in your scenario. If you do not actually own a dog and/or cat, you must prepare a realistic scenario that feels natural.
 - You must be able to comfortably answer questions the associate might ask AND be prepared to provide detailed information about your pet(s) if asked.
 - Make sure you are prepared so that you do not sound awkward or unsure when answering the associate's questions.
- Example scenarios include:
 - "I just got a dog, but I occasionally work long hours and sometimes travel for work. What boarding services do you offer?"
 - "I am new to the area and am looking into pet services if I go out of town."
 - "My dogs require regular grooming, but I'm not able to do it on the weekends. What services are available if I drop them off in the morning and pick them up later?"
- Do NOT offer any specific details about your pet(s) in your opening statement/scenario, to allow the associate the opportunity to ask questions and explore your needs.
- Once the associate asks you questions, THEN you MUST answer them in a comfortable and natural way. Questions you might be asked about your pet(s) include:
 - Name, breed, size/weight
 - Brand of food
 - Mannerisms and/or special needs
 - If you are interested in services for one pet or multiple pets
 - If pet(s) are up-to-date on their vaccinations
 - When you are looking to board / obtain services (e.g., "When will you be out of town?" or "How often will you need daycare?")

Step #2: Visit the store. Evaluate the store presentation, associate knowledge, and customer service received.

- Arrive at least 1 hour prior to closing time. Be sure to call or look up the hours for the store in advance.
- Evaluate the exterior, lobby, and restroom—cleanliness, lighting, temperature, music, floors, front desk, retail section stocked, etc.
- Note how long it takes for an associate to greet/acknowledge you. Acknowledgement can be verbal or non-verbal. Note if it was longer than 30 seconds.
- State your scenario and answer any questions the associate asks you.
- If the associate asks if you are interested in any other services (boarding, grooming, daycare, etc.), indicate that you are interested in learning about the other services the facility offers.

- Wait for the associate to offer you a tour.
 - Do NOT immediately say that you would like a tour until the associate has the opportunity to proactively offer one.
 - **If a tour is not proactively offered by the end of the reception experience, then you must ask for a tour.**
A tour is required for your shop to be valid.
- Evaluate the reception associate's appearance—attire is clean and professional, appears well groomed.
- Ask for the reception associate's name if they are not wearing a name badge and do not introduce themselves.
- Ask for the tour associate's name (if a different associate takes you on the tour), if they are not wearing a name badge and do not introduce themselves.
- DO NOT make up a name for any associate! If for any reason you are unable to obtain an associate's name, provide a detailed physical description and an explanation in your narrative, but do not under any circumstance make up a name.
- Take the facility tour.
 - Answer all questions the associate asks you that are related to your scenario AND anything the associate asks you about why you are looking into their services.
- Note if the associate asks for your personal information (name, phone number, email, etc.) PRIOR to starting the tour, AFTER the tour, OR if they did not ask for your information at any point.
 - Provide your name if asked, as other questions in the survey form evaluate if the associate uses your name.
 - You do not need to provide any contact information. You can say you'd prefer to wait and would provide it if you decide to use their services.
 - The corresponding survey question evaluates WHEN the associate attempted to record your information. Select the response that aligns with when they asked for your personal information (e.g., even if you do not provide your personal information, the associate should still receive credit for asking).
- Evaluate the associate for questions asked, areas of the facility you visited, features/benefits mentioned, and recommendations made.
 - Note if the associate correctly refers to the pet areas as rooms, suites, townhouses, etc. (NOT cages or kennels).
- Evaluate the associate's closing techniques.
 - Did they ask to set your reservation and/or set follow-up expectations? Did they mention you can make online reservations? Did they use your name in the parting remark?
 - You are not required to make reservations for your pet. Evaluate if the associate asks to set your reservation, and then say you are not ready yet. Evaluate if the associate asks why not. If they ask for a reason why you are not ready, provide a reason such as, I still need to think about it, I would like to discuss with my spouse, etc.
- Note if you are given any reference materials to take home (e.g., flyer, rate card, tour packet, etc.).
 - Do not ask for take-home materials. Only evaluate if they are given to you proactively.
- Evaluate your overall impressions, including your likelihood to return or recommend this facility and anything that stood out as positive or negative. Select ratings based on IF you were really in the market for the services the facility offers. Do not score down for factors outside the staff's control.



Photo Requirements

LOCATION EXTERIOR SELFIE:

- 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.
- This is your “receipt” for the shop. Take this photo AFTER your visit.

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



QUESTIONNAIRE

Shop date:

Start time:

End time:

Store Presentation

1. Was the resort easy to find?

☐ Yes

☐ No

2. Signage in full sight from the road?

☐ Yes

☐ No

3. Parking Lot / Store Exterior

☐ Free of litter/debris AND well-maintained (NOTE: Do not penalize for debris blown in by the wind and stuck in landscaping) (10 points)

☐ In need of minor attention (5 points)

☐ Substantial litter/debris visible AND NOT well-maintained (0 points)

4. Exterior Lighting

Select N/A if you visited during the day when it would not be necessary to turn on exterior lights.

☐ All exterior lights are operational (10 points)

☐ All exterior lights are NOT operational (0 points)

☐ N/A - Daylight during shop

5. Porch and Landscaping

☐ Porch and landscaping look clean, healthy, and well-maintained AND no litter or displaced mulch near entry (10 points)

☐ Minor attention needed (5 points)

☐ Substantial attention needed (0 points)

6. Did you observe any papers stuck to the windows with handwritten notes?

☐ Yes (0 points)

☐ No (10 points)

7. Entry / Lobby

☐ Windows clean and smudge-free AND entry area is free of litter and debris (10 points)

☐ Windows have minor streaks or smudges OR entry area contains minor litter or debris (5 points)

☐ Windows have substantial streaks or smudges AND/OR entry area contains substantial litter or debris (0 points)

8. Floors

☐ Floors look swept and mopped, rugs are vacuumed (no dirt or debris) (10 points)

☐ Minor attention needed (5 points)

☐ Substantial attention needed - lobby contains substantial dirt and debris (0 points)

9. Lobby TVs are present and all are operational

- ☐ Yes (10 points)
- ☐ No - TVs present but NOT operational (0 points)
- ☐ N/A - No TVs at site

10. Background music is present and at appropriate volume level and music selection

- ☐ Yes (10 points)
- ☐ No (0 points)
- ☐ N/A - Background music not playing

11. Did the retail section look fully stocked and presentable?

- ☐ Yes (10 points)
- ☐ No (0 points)

12. Front Desk/Counters

- ☐ Front desk is tidy, organized, and no clutter (10 points)
- ☐ Front desk is in need of attention (0 points)

13. Restroom

- ☐ Restroom clean and well-maintained (10 points)
- ☐ Restroom is somewhat clean but in need of minor attention (5 points)
- ☐ Restroom needs immediate attention and is dirty (0 points)
- ☐ N/A - Not available/present during visit

14. Stocked

- ☐ Adequate supplies in the restroom you visited (10 points)
- ☐ Supplies need to be re-stocked for guests (0 points)
- ☐ N/A - Not available/present during visit

15. Store Presentation Supporting Narrative:

Explain the responses you selected for the Store Presentation questions. Be sure to explain ALL responses of less than full point value. You must enter between 250 and 2000 characters.

Reception**16. Indicate the name of the Reception Associate:**

Ask if no name tag and they do not introduce themselves.

17. Indicate the approximate age of the Reception Associate:

- | | |
|-------------------------------------|--------------------------------------|
| ☐ 20 or less | ☐ 41 - 45 |
| ☐ 21 - 25 | ☐ 46 - 50 |
| ☐ 26 - 30 | ☐ 51 - 55 |
| ☐ 31 - 35 | ☐ 56 or older |
| ☐ 36 - 40 | |

18. Indicate the gender of the Reception Associate:

- ☐ Male
- ☐ Female
- ☐ Prefer not to answer

19. Was the Reception Associate wearing glasses?

- ☐ Yes
☐ No

20. Indicate the hair color of the Reception Associate:

- | | |
|--|--------------------------------------|
| ☐ Auburn/Red | ☐ Brown |
| ☐ Green/Blue/Purple | ☐ Dark Brown |
| ☐ Black | ☐ Gray/White |
| ☐ Blonde | ☐ Shaved/Bald |
| ☐ Light Brown | |

21. Indicate the hair length of the Reception Associate:

- | | |
|--|---|
| ☐ Short | ☐ Long |
| ☐ Ear Length | ☐ Pulled Back/Up |
| ☐ Shoulder/Collar | ☐ Shaved/Bald |
| ☐ Mid-Back | |

22. Indicate the hair type of the Reception Associate:

- ☐ Straight
☐ Wavy/Curly
☐ Bald

23. Indicate the approximate height of the Reception Associate:

- | | |
|--------------------------------------|--------------------------------------|
| ☐ 5' or less | ☐ 5'10" |
| ☐ 5'1" | ☐ 5'11" |
| ☐ 5'2" - 5'3" | ☐ 6' - 6'1" |
| ☐ 5'4" - 5'5" | ☐ 6'2" - 6'3" |
| ☐ 5'6" - 5'7" | ☐ 6'4" plus |
| ☐ 5'8" - 5'9" | |

24. Indicate the apparent race of the Reception Associate:

- | | |
|---|---|
| ☐ African-American | ☐ Middle Eastern or Arab |
| ☐ Caucasian | ☐ Native-American |
| ☐ East Asian | ☐ Other |
| ☐ South Asian | ☐ Prefer not to answer |
| ☐ Hispanic | |

25. Receptionist Appearance

- ☐ Attire is neat, clean, and professional AND appears well groomed (10 points)
☐ Appears professional, but grooming and/or attire in need of minor attention (5 points)
☐ Appears unprofessional and/or poorly groomed (0 points)

26. Were you greeted / acknowledged within 30 seconds?

Acknowledgement can be verbal or non-verbal.

- ☐ Yes (10 points)
☐ No (0 points)

27. If no, indicate how long from entering until you are greeted / acknowledged:

Format your response as mm:ss

28. Customer Greeting

- ☐ Verbally greeted in a manner that made you feel they were glad you were there. Makes eye contact (10 points)
- ☐ Verbally greeted you but lacked enthusiasm and seemed to be going through motions or insincere. Does not make eye contact (5 points)
- ☐ Did not verbally greet you OR you had to approach the associate for assistance (0 points)

29. Customer Priority

- ☐ If phone rings during your interaction, the associate answers phone but immediately takes caller's number or puts caller on hold and turns their attention back to you. Does not repetitively answer phone while you are engaging with them (10 points)
- ☐ If phone rings during your interaction, the associate answers the phone and proceeds to help caller with their needs (i.e., does not place caller on hold or take a number) or repetitively answers the phone during your interaction (0 points)
- ☐ N/A - Phone did not ring

30. Positive, Caring, Upbeat Attitude

- ☐ Demonstrates a "Guest First" attitude: smiles and makes eye contact and engages you in conversation (10 points)
- ☐ Pleasant, polite, reserved, professional / minimal gestures and positive, steady tone (5 points)
- ☐ Appears to be going through the motions or disinterested (0 points)

31. Did they ask how they can help you today?

- ☐ Yes (10 points)
- ☐ No (0 points)

32. Proactively Offers Tour

- ☐ After you respond you are looking into various facilities for your pet, they proactively offer you a tour (20 points)
- ☐ After you respond you are looking into various facilities for your pet, they do not proactively offer you a tour (you had to ask for one) (0 points)

33. Reception Supporting Narrative:

Explain the responses you selected for the Reception questions. Be sure to explain ALL responses of less than full point value. You must enter between 250 and 2000 characters.

Associate Interaction**34. Was the associate who gave you the tour the same person as the reception associate?**

- ☐ Yes
- ☐ No

35. Indicate the name of the Tour Associate:

Ask if no name tag and they do not introduce themselves.

36. Indicate the approximate age of the Tour Associate:

- | | |
|-------------------------------------|--------------------------------------|
| ☐ 20 or less | ☐ 41 - 45 |
| ☐ 21 - 25 | ☐ 46 - 50 |
| ☐ 26 - 30 | ☐ 51 - 55 |
| ☐ 31 - 35 | ☐ 56 or older |
| ☐ 36 - 40 | |

37. Indicate the gender of the Tour Associate:

- ☐ Male
- ☐ Female
- ☐ Prefer not to answer

38. Was the Tour Associate wearing glasses?

- ☐ Yes
☐ No

39. Indicate the hair color of the Tour Associate:

- | | |
|--|--------------------------------------|
| ☐ Auburn/Red | ☐ Brown |
| ☐ Green/Blue/Purple | ☐ Dark Brown |
| ☐ Black | ☐ Gray/White |
| ☐ Blonde | ☐ Shaved/Bald |
| ☐ Light Brown | |

40. Indicate the hair length of the Tour Associate:

- | | |
|--|---|
| ☐ Short | ☐ Long |
| ☐ Ear Length | ☐ Pulled Back/Up |
| ☐ Shoulder/Collar | ☐ Shaved/Bald |
| ☐ Mid-Back | |

41. Indicate the hair type of the Tour Associate:

- ☐ Straight
☐ Wavy/Curly
☐ Bald

42. Indicate the approximate height of the Tour Associate:

- | | |
|--------------------------------------|--------------------------------------|
| ☐ 5' or less | ☐ 5'10" |
| ☐ 5'1" | ☐ 5'11" |
| ☐ 5'2" - 5'3" | ☐ 6' - 6'1" |
| ☐ 5'4" - 5'5" | ☐ 6'2" - 6'3" |
| ☐ 5'6" - 5'7" | ☐ 6'4" plus |
| ☐ 5'8" - 5'9" | |

43. Indicate the apparent race of the Tour Associate:

- | | |
|---|---|
| ☐ African-American | ☐ Middle Eastern or Arab |
| ☐ Caucasian | ☐ Native-American |
| ☐ East Asian | ☐ Other |
| ☐ South Asian | ☐ Prefer not to answer |
| ☐ Hispanic | |

44. Introduction

- ☐ Introduces him/herself (10 points)
☐ Does not introduce him/herself (0 points)

45. Lead Process

Answer this question based on if the associate ASKS for your information and WHEN they ask for it (i.e., start of tour, end of tour, or never ask for information). Even if you don't provide your contact information (politely decline at this time, etc.), give credit based on if/when the associate attempts to collect it.

- ☐ Associate asked for your information (name, phone number, email, etc.) prior to starting tour (20 points)
☐ Associate asked for my information, but waited until end of tour (10 points)
☐ Associate did not ask for my information (0 points)

46. Associate asks open-ended questions about your pet(s)

- ☐ Yes (10 points)
☐ No (0 points)

47. Hidden Administrative Question – you will not see or answer this question.

48. If yes, what questions were asked?

Select all that apply.

- ☐ What kind of pet do you own?
- ☐ What breed?
- ☐ Are you looking for service for one pet or multiple pets?
- ☐ What service(s) are you interested in? (Boarding, Grooming, Daycare, etc.)
- ☐ How old?
- ☐ If dog, are you interested in social play or individual?
- ☐ Other
- ☐ N/A - Associate did not ask any questions

49. If other, indicate the open-ended questions asked:

50. Associate mentions required vaccinations and canine influenza

- ☐ Associate mentions required vaccinations, including canine influenza (10 points)
- ☐ Associate mentions required vaccinations, but not does not specifically mention canine influenza (5 points)
- ☐ Associate does not mention required vaccinations (0 points)

51. Prior to or during your tour, associate mentions policies and procedures

Select all that apply.

- ☐ Mentions all vaccinations required for dogs
- ☐ Mentions allergies or special needs
- ☐ Mentions canine training
- ☐ Mentions grooming services offered
- ☐ Other
- ☐ No policies or procedures were mentioned

52. If other, explain:

53. Throughout the tour, does the associate refer to the pet areas as rooms, suites, townhouses, etc.? (NOT cages or kennels)

- ☐ Yes (10 points)
- ☐ No (0 points)

54. Which areas of the facility did you visit?

Select all that apply.

- ☐ Luxury rooms
- ☐ Standard rooms
- ☐ Indoor play yards
- ☐ Outdoor play yards
- ☐ Other
- ☐ None of the above

55. If other, what additional areas did you visit?

56. If none of the above, explain:

57. For all areas visited, what did the associate highlight as the features of the area(s)?

You must enter between 150 and 1000 characters.

58. Cleanliness

- ☐ Rooms visited were completely clean AND free of feces/unpleasant odors (10 points)
- ☐ Minor issues OR minor feces/unpleasant odors detected - Some rooms did not look/smell completely clean (5 points)
- ☐ Substantial odors/feces or debris visible throughout the rooms visited - A majority of the rooms did not look/smell clean at all (0 points)

59. Checks for Satisfaction

- ☐ Asks if you have any unanswered questions (10 points)
- ☐ Does NOT ask if you have any unanswered questions (0 points)

60. Tour is Thorough

- ☐ The tour of the facility exceeded your expectations - you were given a thorough overview of the services provided and were given plenty of information to make an informed reservation for your pet (10 points)
- ☐ Tour adequately met your expectations - you obtained some information about the facility but still had questions before you could make an informed decision (5 points)
- ☐ Tour did not meet your expectations or was disappointing - you were not shown multiple areas of the facility and wouldn't feel comfortable making a reservation here with the information provided (0 points)

61. Indicate how long the tour took (in minutes and seconds):

Format your response as mm:ss AND check to be sure that the indicated length of time aligns with the arrival and departure times you provided at the start of your questionnaire.

62. Communicates the pricing system clearly

- ☐ Speaks in a language you understand (avoids jargon and doesn't talk over or under your level of expertise) (10 points)
- ☐ Mostly speaks in a language you understand (occasionally uses jargon or talks over / under your level of expertise) (5 points)
- ☐ Frequently speaks over or under your level of expertise and/or uses too much jargon OR does not mention the pricing system (0 points)

63. Asks for Reservation

- ☐ Associate asks if they can make you a reservation AND sets follow-up expectations when you explain you are not ready to make a reservation (10 points)
- ☐ Associate asks if they can make you a reservation OR sets follow-up expectations, but does not do both (5 points)
- ☐ Associate does not ask to make a reservation and also does not give follow-up expectations (0 points)

64. Did the associate mention you can make reservations online?

- ☐ Yes (10 points)
- ☐ No (0 points)

65. Respectfully Handles Objection (when you told the associate you were not ready to make reservations)

Select N/A if you actually made reservations for your pet.

- ☐ Reacts with a positive attitude (maintained friendly voice, didn't criticize) AND kindly asks why not (10 points)
- ☐ Reacts with a positive attitude, BUT did NOT ask why not (5 points)
- ☐ Does NOT react with a positive attitude (0 points)
- ☐ N/A - Did not object

66. Did the associate suggest any additional enrichment activities for your pet, play packages, or grooming/bath services?

- ☐ Yes (10 points)
☐ No (0 points)

67. Did the associate make you aware of any new customer offers?

- ☐ Yes (10 points)
☐ No (0 points)

68. Offers Warm Closing

- ☐ Sincerely thanks you AND offers a positive closing remark using your name ("Thank you so much for coming in today, ____! We look forward to seeing you again soon!") (10 points)
☐ Sincerely thanks you OR offers a positive closing remark or invitation to return, but does NOT use your name ("We hope to see you again soon!") (5 points)
☐ Does NOT thank or thank is insincere and does NOT offer a positive closing remark or invitation to return (0 points)

69. Did the associate give you materials to reference at home? (e.g., flyer, rate card, tour packet, etc.)

- ☐ Yes (10 points)
☐ No (0 points)

70. Associate Interaction Supporting Narrative:

Explain the responses you selected for the Tour Associate Interaction questions. Be sure to explain ALL responses of less than full point value. You must enter between 250 and 2000 characters.

Overall Impressions**71. How would you rate your overall experience today?**

- ☐ It was better than I expected
☐ It was positive but not memorable
☐ It was as good as I expected
☐ I was slightly disappointed
☐ It was worse than I expected. I was very disappointed.

72. Indicate how likely you would be to return to this facility based on your experience today:

- ☐ I am very likely to return
☐ I am likely to return
☐ I am moderately likely to return
☐ I may return
☐ I will not return

73. Indicate how likely you would be to recommend this facility to family or friends:

- ☐ I am very likely to recommend to others
☐ I am likely to recommend to others
☐ I would occasionally recommend it to others
☐ I would usually not recommend it to others
☐ I would never recommend it to others

74. If you were in the market for services, what services would you consider signing up for?

Select all services that you would consider signing up for if you were truly in the market for the listed pet services.

☐ Boarding

☐ Grooming

☐ Day Care

☐ Training

☐ None - I was not satisfied with my visit today and would not return for service

75. What would be your primary detractor from making a reservation at this site, if anything?

You must enter between 10 and 500 characters.

76. Overall Impressions Supporting Narrative:

Explain the responses you selected for the Overall Impressions questions. Ratings should be based on if you were really in the market for the services this facility offers. Be sure to explain ALL responses of less than full point value. Explain anything that stood out as positive or negative. Do not score down for factors outside the staff's control. You must enter between 250 and 2000 characters.

Shop Validation**77. Did you take a location exterior selfie photo?**

Select Yes and then upload your location exterior selfie. Photo must show the entrance and exterior signage with the name of the facility visible.

☐ Yes

☐ No

78. If you do not have a location exterior selfie photo, explain why:

Enter N/A if you uploaded your selfie.

END OF QUESTIONNAIRE