

# JET'S PIZZA

## 2026 EVALUATION

## INSTRUCTIONS

## QUESTIONNAIRE

Place a recorded phone call order for carryout at the assigned Jet's Pizza location to evaluate the cleanliness, service, presentation, and food quality. Photos are required.



### Before You Begin

- Review your shop confirmation
- Review the IVR call recording instructions
- Know the ordering requirements
- Know the address to order from



### Don't Forget!

- Record the order call via the IVR system
- Place the required order via phone call
- Pick up the order in the restaurant
- Make the required observations
- Take all required photos
- Get a receipt showing the total cost



## General Requirements

- You must be someone who regularly orders and enjoys pizza to accept this assignment.
- Read all instructions and the entire questionnaire before you complete the shop.
- Check your shop confirmation for the item to order and the store/address to order from.
- Your order call must be recorded through CX Group's IVR system to ensure your report is accepted. Follow the call recording steps below before you contact the location to place your order.
- All phone calls must be completed Sunday–Saturday between 11:00 AM–8:00 PM local time.
- You will be reimbursed for one (1) large, 3-topping pizza of your choice.
- Get a receipt to upload with your report. Ask for a receipt if you are not offered one.
- 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 Jet's Pizza.



## Call and Ordering Instructions

### Step #1: Call into CX Group's phone system to record the conversation

- Call into CX Group's IVR phone system at 866-265-6212 (toll free).
- Once you dial into the IVR system, you will be prompted to enter your assignment number. This can be found on your shop confirmation. Only enter the first series of numbers. For example, if your assignment number is 2089568-3658147, you would enter 2089568.

- After entering your assignment number, the system will ask you to dial the phone number you would like to call.
- Dial the Jet's Pizza location phone number found in your shop confirmation and follow the prompts. Do not dial a "1" before the area code once in the IVR system.
- If you receive a recording/voicemail, the call is disconnected, or you get a busy signal, hang up and call back later the same day (all call attempts must be recorded through the IVR).
- If you get an error message from the IVR when calling the 866 phone number, try calling 617-284-5807 instead (this is an alternate phone number for the IVR).
- You will get an IVR confirmation number. Write down the number and enter it in your report.

### Unsuccessful calls

- If you attempt to call three or more times during business hours and no one picks up the call at the Jet's location, contact your scheduler to set a different date to try the visit again.

## Step #2: Place your order via phone

- Place your carryout order via phone using the number in your confirmation email.
  - Make sure you place the order at the store/address listed in your shop confirmation.
  - Place the order for carryout to be ready ASAP/as soon as the store can have it prepared.
  - You are not permitted to use third-party websites or apps like Grubhub or DoorDash.
- Order one (1) large three-topping pizza
  - You may order more items if you'd like, but you will not be reimbursed for them.
  - Write down the time you finished placing the order.
- Note the employee's tone during the call and whether the employee does any of the following:
  - Answers the call by identifying Jet's Pizza and stating their name
  - Asks whether the order is for pickup or delivery
  - Suggests additional items, confirms your order, and states the total cost
  - Provides an estimated pickup time for your order
    - If the employee does not provide an estimated pickup time, ask for a time at the end of the call.
  - Provides a closing remark

## Step #3: Pick up your order via carryout and observe the restaurant

- You must travel to the restaurant to arrive when the pizza is ready to assess temperature and freshness.
- Go inside the restaurant to get the order. Do not use curbside pickup or delivery.
- Pick up the order within the timeframe quoted. Travel to the location with enough time given distance and traffic so you arrive right when the pizza is ready or close to it. If the order isn't ready upon arrival, wait until it's ready.
- Note the clock time the order is received at carryout.
- Upon arrival, observe the following elements:
  - Whether the Open sign is visible and lit up

- Whether the menu is clearly visible inside the restaurant
- Whether the beverage cooler is clean and clearly stocked
- Whether employees are in clean Jet's Pizza uniforms (branded cap and t-shirt, black pants)
- Whether the restaurant is clean, organized, and inviting in appearance.
- Note whether any of the following occur when it's time to pick up your order:
  - Employee greets or acknowledges you in a warm, genuine manner on arrival
  - Employee states your name based on checking the order slip
  - Employee asks about your day or engages in natural conversation
  - Employee thanks you sincerely
  - Employee wishes you a good day or provides another kind parting remark
- Obtain a receipt. Ask for a receipt if you are not offered one.
  - A tip is not required. If you choose to tip, write the tip amount on your uploaded receipt.

#### Step #4: Take required photos to upload and assess pizza flavor and preparation

- Take both required photos as indicated below: Take 2-3 photos of each to get at least 1 clear, good-quality photo to upload. Photos with quality issues (blurry, dark/shadowed, not taken correctly, etc.) will not be accepted.
- Take the photos as soon as you return home to capture the order exactly as received.

| Photo #1 – Open pizza box (overhead view)                                                                                                                                                                                                                                       | Photo #2 – Side of the pizza showing crust thickness                                                                                                                                                                                                                                                                  |
|---------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------|-----------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------|
| <p>Open the box, and take an overhead-view photo that shows the entire pizza in its box, the cardboard insert under the pizza (to absorb grease), and any leakage or damage to the box.</p>  | <p>Place the camera level with the edge of the pizza or counter/table to photograph the side edge and show the thickness of the crust.</p>   |

- Once home, assess the temperature, thickness of the crust, toppings, sauce, and overall taste of the pizza.
- Note your impression of the value of the pizza as well.



# QUESTIONNAIRE

Shop date:

Start time:

*Time you finished placing the order via phone*

Pickup time:

*Time you received the order via carryout*

## Placing the Order

1. When the employee answered the phone, did they state the store's location along with their name?

*The employee should identify the location as Jet's Pizza as well as state their name.*

☐ Both the location and employee name were stated

☐ Only the employee name was stated

☐ Only the location name was stated

☐ Neither the location name nor the employee name was stated

2. Did the employee ask whether this order was for pickup or delivery?

☐ Yes

☐ No

3. Did the employee suggest any additional items, such as Jet's Bread, Jet's Wings, salad, or beverages?

☐ Yes

☐ No

4. Did the employee repeat your order back to you?

☐ Yes

☐ No

5. Did the employee tell you the order total?

☐ Yes

☐ No

6. Did the employee inform you how long it would take to prepare your order?

*This can be an amount of time or a clock time and can be a range (e.g., 15-20 minutes, about 30 minutes, between 5:30 and 5:45pm, etc.).*

☐ Yes

☐ No

7. Did the employee speak in a friendly manner throughout the call?

☐ Yes

☐ No

8. Did the employee thank you for calling or make you feel appreciated during the phone order?

☐ Yes

☐ No

9. Describe how the call went, including any parts that impressed or frustrated you:

## First Impression

10. Select all elements you observed during pickup:

*Select all that apply.*

☐ Open sign was visible and lit up

☐ Beverage cooler was clean

☐ Menu was clearly visible inside restaurant

☐ Beverage cooler was clearly stocked

☐ None of these

11. Did the atmosphere make you feel welcome when entering the restaurant?

☐ Yes

☐ No

12. Did the restaurant look clean, organized, and inviting?

☐ Yes

☐ No

13. If No, please explain what you noticed:

14. Were you verbally acknowledged by any visible employee upon entering, even if the employees were busy?

☐ Yes

☐ No

15. Did the greeting feel genuine rather than automatic or scripted?

*This can be the greeting/acknowledgment you received when you arrived or when you reached the counter to pick up your order.*

☐ Yes

☐ No

16. Did any employee smile, make eye contact, or wave to physically acknowledge your arrival?

☐ Yes

☐ No

17. Were the employees wearing clean uniforms to present a professional appearance?

*Employees should be in clean attire and wearing branded shirts and caps and black pants.*

☐ Yes

☐ No

18. Did the employees appear energetic and engaged?

☐ Yes

☐ No

## Hospitality

19. Did you feel like a valued customer based on how the employees interacted with you?

☐ Yes

☐ No

20. Did the employee personalize the interaction in any way?

*Select all that apply.*

☐ Used your name based on checking the order slip

☐ Thanked you sincerely

☐ Asked about your day or engaged in natural conversation

☐ Wished you a good day or provided another kind parting remark

☐ None of the above

21. Did the interaction feel warm and authentic?

☐ Yes

☐ No

22. Did any employees exceed your expectations in any way?

☐ Yes

☐ No

## Presentation and Quality

23. Was your order ready when promised?

☐ Yes

☐ No

24. Was your order accurate?

☐ Yes☐ No

25. Was your order hot and fresh?

☐ Yes☐ No

26. Was a cardboard insert present underneath the pizza to capture excess grease?

*Upload the photo you took from directly above to show the entire pizza and liner in the box.*

☐ Yes☐ No

27. How would you rate the thickness of the crust?

*Upload the photo you took from the side to show the thickness of the crust.*

☐ Just right☐ Too thin☐ Too thick

28. Rate your satisfaction with the toppings on the pizza:

*Consider the taste, type, amount, etc.*

☐ Highly satisfied☐ Dissatisfied☐ Satisfied☐ Highly dissatisfied☐ Neutral

29. Rate your satisfaction with the sauce on the pizza:

*Consider the taste, type, amount, etc.*

☐ Highly satisfied☐ Dissatisfied☐ Satisfied☐ Highly dissatisfied☐ Neutral

30. Rate your satisfaction with the overall taste of the pizza:

☐ Highly satisfied☐ Dissatisfied☐ Satisfied☐ Highly dissatisfied☐ Neutral

31. What appealed to you about the pizza?

*Select all that apply.*

☐ Overall size of the pizza☐ Amount of cheese☐ Bake/crispness of the crust☐ Amount of sauce on the pizza☐ Amount of toppings☐ Overall value☐ Taste of toppings☐ None of the above☐ Taste of the sauce☐ Flavor of the crust

## Pricing and Coupons

32. Considering the food, service, and overall experience, how would you rate the value of what you received for the price you paid?

☐ Highly satisfied☐ Dissatisfied☐ Satisfied☐ Highly dissatisfied☐ Neutral

33. Did you use a coupon, promotion, or discount on this visit?

☐ Yes☐ No – I was not aware of any available offers☐ No – I chose not to use an offer on this order

34. If Yes, did the coupon or promotion increase your perception of the value received?

☐ Strongly agree☐ Agree

☐ Neutral  
☐ Disagree

☐ Strongly disagree  
☐ N/A

## Overall Experience

35. Would this experience make you willing to drive farther to visit this location?

☐ Yes ☐ No

36. Did this visit strengthen your opinion of the Jet's Pizza brand?

☐ Yes ☐ No

37. How likely is this experience to make you choose this Jet's Pizza over another pizza restaurant?

*10 = Extremely likely; 0 = Extremely unlikely*

|                             |                            |                            |
|-----------------------------|----------------------------|----------------------------|
| <input type="checkbox"/> 10 | <input type="checkbox"/> 6 | <input type="checkbox"/> 2 |
| <input type="checkbox"/> 9  | <input type="checkbox"/> 5 | <input type="checkbox"/> 1 |
| <input type="checkbox"/> 8  | <input type="checkbox"/> 4 | <input type="checkbox"/> 0 |
| <input type="checkbox"/> 7  | <input type="checkbox"/> 3 |                            |

38. How likely are you to recommend Jet's Pizza to others based on this experience?

*10 = Extremely likely to recommend; 0 = Extremely unlikely to recommend*

|                             |                            |                            |
|-----------------------------|----------------------------|----------------------------|
| <input type="checkbox"/> 10 | <input type="checkbox"/> 6 | <input type="checkbox"/> 2 |
| <input type="checkbox"/> 9  | <input type="checkbox"/> 5 | <input type="checkbox"/> 1 |
| <input type="checkbox"/> 8  | <input type="checkbox"/> 4 | <input type="checkbox"/> 0 |
| <input type="checkbox"/> 7  | <input type="checkbox"/> 3 |                            |

39. What one thing would most increase the likelihood that you would return to this Jet's Pizza?

40. Compared to other pizza restaurants, Jet's Pizza offers:

|                                                |                                               |
|------------------------------------------------|-----------------------------------------------|
| <input type="checkbox"/> Much higher value     | <input type="checkbox"/> Somewhat lower value |
| <input type="checkbox"/> Somewhat higher value | <input type="checkbox"/> Much lower value     |
| <input type="checkbox"/> About the same value  |                                               |

41. Overall experience comments:

*Provide detailed comments describing your impression of the service, presentation of the restaurant, and the appearance and taste of the pizza. Also include an explanation for your chosen ratings and whether you are more or less likely to order again based on this experience.*

42. Did you receive a receipt for your purchase or other required documentation?

*Upload a receipt showing the total cost of your order, including taxes, fees, and tip paid.*

43. If No, please explain why you do not have a receipt or other documentation.

44. What time zone did you make the call from?

|                                             |                                             |
|---------------------------------------------|---------------------------------------------|
| <input type="checkbox"/> Eastern Time Zone  | <input type="checkbox"/> Pacific Time Zone  |
| <input type="checkbox"/> Central Time Zone  | <input type="checkbox"/> Hawaiian Time Zone |
| <input type="checkbox"/> Mountain Time Zone | <input type="checkbox"/> Alaskan Time Zone  |

45. Enter the area code of the phone number you called from:

46. IVR Confirmation Number:

END OF QUESTIONNAIRE