

MAINSTREET VENTURES

FOOD HALL MYSTERY SHOP

INSTRUCTIONS

QUESTIONNAIRE

Visit One Social Food Hall to place a specific order at an assigned Mainstreet Ventures vendor while evaluating the ordering process, product quality, and overall experience.



Before You Begin

- Review your shop confirmation
- Know the timeframe to arrive
- Review ordering requirements
- Have a device to record service times



Don't Forget!

- Ask about a menu item
- Follow all ordering requirements
- Record required service times
- Take your copy of itemized receipt



General Requirements

- Read all instructions and the entire questionnaire before you complete the shop.
- Visit onesocialmadison.com/food-hall to become familiar with the space and menu items.
- Multiple vendors are at this address. Check your shop confirmation for your assigned vendor.
- Check location hours to make sure you arrive when your assigned vendor is open.
- Place your order in person and dine in at the food hall (no pickup or carryout orders).
- You may complete the shop alone or bring an adult guest (no children).
- Keep any itemized receipts and your customer copy of the receipt to upload with your report.
 - If not given an itemized receipt, do not ask for one as doing so may reveal your identity.
- Up to \$7 of parking fees will be reimbursed with a receipt. Get a parking receipt to upload.
- Do not reveal your identity as a mystery shopper to anyone at anytime.
- 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: Place the minimum required order, ask a question, and capture wait times

- Go to your assigned vendor inside the food hall to place your order.
 - Make sure you approach the correct vendor, per your shop confirmation.
- While ordering, ask a question about any menu item to assess employee knowledge.

- Order the following items at a minimum, depending on which location you are assigned:
 - **One Social Bar:** Select 1-2 alcoholic beverages (cocktails, beers, etc.) or mocktails.
 - Do not order coffee, tea, soda, water, etc.
 - **Palio, Casey's Tavern, Real Seafood, or Senora Machetes:** Select 1 starter (appetizer, soup, or salad), 1 main course/entree, 1 side item, 1 dessert, and 1 non-water beverage.
 - Available menu items will vary by location. If any required item is unavailable to order per the current menu, place your order without it.
 - If they do not have non-water beverages available, you may order water.
- You may order more items if you like, but you will not be reimbursed for them.
- A tip is not required. If you choose to tip, write the tip amount on your uploaded receipt.
- Capture the following wait times using a watch or another device:
 - ✓ Time from approaching the vendor to placing your order
 - ✓ Time from placing your order until the order is ready for pickup or delivered
- Remember employee names from their nametags and their complete physical descriptions.

Step #2: Have a seat to enjoy your meal, and take any required photos

- You may choose to sit in the main communal dining area or near the bar.
- Take clear, true-color photos of any items that do not meet expectations, and upload the images with your report. Photos that are blurry, tinted, or too dark will not be accepted.



QUESTIONNAIRE

Shop date:

Start time:

End time:

Ordering Service

1. Vendor visited:

☐ Palio

☐ Casey's Tavern

☐ Real Seafood

☐ Senora Machetes

☐ One Social Bar

2. What time did you arrive for your visit?

☐ 11am – 1pm

☐ 1:01pm – 3pm

☐ 3:01pm – 5pm

☐ 5:01pm – 7pm

☐ Later than 7pm

3. How many customers were in line to order when you approached the vendor?

Count all customers ahead of you in line to order. Do not count yourself or customers who have already ordered.

4. How long did you wait in line or at the counter to place your order?

☐ Less than 5 minutes

☐ 5 – 10 minutes

☐ 10:01 – 15 minutes

☐ 15:01 – 20 minutes

☐ More than 20 minutes

5. Did an employee greet you politely before you were asked for your order?

☐ Yes

☐ No

6. What was the name of the employee who took your order?

If no nametag and a name was not obtained, provide the employee's gender, hair color, height, and age range.

7. Was your order taken in an efficient manner?

☐ Yes

☐ No

8. Was the employee knowledgeable about the menu items?

You must ask the employee any question about one of the menu items.

☐ Yes

☐ No

9. Did the employee suggest any additional items to complement your meal?

☐ Yes

☐ N/A – bar visit

☐ No

10. Was your payment transaction processed efficiently?

☐ Yes

☐ No

11. Did the employee give clear direction regarding where to wait for your order?

☐ Yes

☐ N/A – bar visit

☐ No

12. How many minutes did the employee quote before your order would be ready?

Choose the closest response. If given a range of time that overlaps two or more responses, select the response that contains the greatest number in the range. For example, select '21-30 minutes' if quoted a time of 20-25 minutes.

☐ 15 minutes or less☐ More than 30 minutes☐ 16 – 20 minutes☐ N/A – no time quoted☐ 21 – 30 minutes☐ N/A – bar visit**13. Did the employee thank you or offer a pleasant closing comment?**☐ Yes☐ No**14. Ordering experience comments:****Pickup/Delivery Service****15. Did the employee who took your order also deliver your order?**

If you picked up your order at the counter, this is the employee who indicated your order was ready.

☐ Yes☐ No**16. If no, what was the name of the employee who delivered your order?**

If no nametag and a name was not obtained, provide the employee's gender, hair color, height, and age range.

17. Was your order ready within the time quoted?

Answer Yes if your order was ready earlier than the time quoted.

☐ Yes☐ N/A – no time quoted☐ No**18. Did the employee who gave you your food/beverage offer a pleasant closing comment?**☐ Yes☐ No**19. Describe your pickup/delivery experience:****Food/Beverage Quality****20. List all food and/or beverage items ordered:**

Be specific when listing the full menu name of each item and the type/flavor of each item.

21. Was your order accurate?

Answer No if any items were missing from your order, something was incorrect, or your requests were not honored (ex: an ingredient was present that should have been removed). Answer Yes if the only issue is that you were unable to order a required item.

☐ Yes☐ No**22. Was your order neatly presented?**☐ Yes☐ No**23. Did you receive proper service ware, sauce, and napkins for your order?**☐ Yes☐ N/A – bar visit☐ No**24. How satisfied were you with the freshness, taste, and appearance of the food and/or beverage purchased?**☐ Extremely satisfied☐ Somewhat satisfied

☐ Neutral☐ Extremely dissatisfied☐ Somewhat dissatisfied

25. If not extremely satisfied with the quality of your food and/or beverage, please explain:

Upload an image showing any items you were dissatisfied with.

Overall Experience

26. Was the food hall space (including the stall and communal areas) clean, organized, and well maintained?

Stall refers to each vendor's storefront (ordering counter, floor in front of the counter, etc.).

☐ Yes☐ No

27. If no, please explain:

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

☐ 10 – Extremely appropriate☐ 5 – Somewhat appropriate☐ 9☐ 4☐ 8☐ 3☐ 7☐ 2☐ 6☐ 1 – Extremely inappropriate

29. If not appropriate, please explain:

30. Based on this visit, how likely are you to recommend this vendor at One Social Food Hall?

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

☐ 10☐ 4☐ 9☐ 3☐ 8☐ 2☐ 7☐ 1☐ 6☐ 0☐ 5

31. Overall impressions comments:

Provide comments describing your overall impressions of the visit and why you would or would not return or recommend this vendor to others.

32. Upload the receipt for your meal showing the total amount paid:

33. If applicable, upload your parking receipt showing the total amount paid:

END OF QUESTIONNAIRE