

TRUE FOOD KITCHEN

DINING MYSTERY SHOP

INSTRUCTIONS

QUESTIONNAIRE

Visit a True Food Kitchen restaurant for a dine-in meal to evaluate the customer service, food quality, and restaurant appearance. Recording service times and taking photos is required.

Before You Begin

- Review your shop confirmation
- Arrange for 1 adult guest to join you
- Know the time of day to visit
- Know the ordering requirements
- Have a device to record service times

Don't Forget!

- Visit during your assigned time of day
- Follow the ordering requirements
- Record all required service times
- Take all required photos
- Get a receipt for your meal



General Requirements

- Read all instructions and the entire questionnaire before you complete the shop.
- Check your shop confirmation for the date, time of day, and location to visit.
 - **Lunch:** Arrive anytime from open until 2:00 PM.
 - **Dinner:** Arrive anytime from 4:00 PM until close.
- Sit down at a table to order your meal. No carryout or online orders.
 - Be prepared for your dining experience to take approximately 60 minutes.
- Have a device that will correctly record the required service times.
- Bring an adult guest with you. Do not bring any children.
 - Order and pay for you and your guest on the same transaction/receipt.
- 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% of the total check amount for service, regardless of service quality.
 - If not given an itemized receipt, do not ask for one as doing so may reveal your identity.
- 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 True Food Kitchen.



Ordering Requirements

- Order the following items:
 - ✓ 2 non-water beverages of your choice
 - ✓ 2 different main courses of your choice from the Salad & Bowls, True Crisp'd Chicken, Sourdough Pizzas, Burgers, or Entrees sections of the menu.
 - ✓ 1 appetizer from the 'Starters' section (optional)
- Do not order from the True Trio or Dinner Duo menu options.
- Do not order Brunch.
- Do not order sides, side kale salad, side simple salad, or starters as the main courses (must be actual main courses from the sections listed above).
- Do not order additional items. Reimbursement is up to \$120 for your meal and tip.



Photo Requirements

- Take clear, true-colored photos of the following, and upload the images with your report.
 1. **All food items:** Take a photo of every item served to any guest at your table. Take a photo as each item arrives and before you eat anything.
 2. **All beverage items:** Take a photo of every beverage served to any guest at your table. Take a photo before you drink anything.
 3. **Receipt:** Take a photo of your itemized receipt AND your customer copy that shows the tip amount.
- Photos will not be accepted if they are blurry, dark/shadowed, or overexposed (white).



Restaurant Observations

- Record the following wait times (in minutes:seconds):
 1. Time from entering to being greeted/acknowledged
 2. Time from being seated until the server first comes to your table
 3. Time from placing beverage order until beverages arrive
 4. Time from placing order for starter (if applicable) until starter arrives
 5. Time from placing entree order until entrees arrive
- Get the name and description (gender, hair color and length, height, age, etc.) of the server.
- Observe if a manager is present in any of the dining areas.
- Evaluate the appearance and cleanliness of the following:
 - ✓ Entrance area
 - ✓ Dining room (floor, tables, and chairs/booths)
 - ✓ Plateware and glassware
- Visit the restroom at some point, and make note of the following:
 - ✓ Stock level of soap, toilet paper, paper towels (or working hand dryer)
 - ✓ Cleanliness of sink, mirror, toilet, floor, walls, and trash cans



QUESTIONNAIRE

Shop date:

Start time:

End time:

Visit Information

1. Which visit type did you complete?

☐ Lunch

☐ Dinner

2. What day of the week did you visit?

☐ Monday

☐ Friday

☐ Tuesday

☐ Saturday

☐ Wednesday

☐ Sunday

☐ Thursday

3. Which service area were you seated in?

☐ Dining room

☐ Patio

☐ Bar

Greeting

4. How long did it take to be greeted by a team member when you entered the restaurant?

☐ Less than 1 minute

☐ 5 or more minutes

☐ 1-4 minutes

5. Which best describes the initial greeting?

☐ Warm and genuine

☐ Unfriendly

☐ Polite but transactional

☐ Rushed/felt disorganized

6. How long did you wait to be greeted by your server once you were seated?

Answer 'Less than 2 minutes' if you were seated by your server.

☐ Less than 2 minutes

☐ 2-5 minutes

☐ 6 or more minutes

7. Which best describes the server's greeting?

☐ Warm and genuine

☐ Unfriendly

☐ Polite but transactional

☐ Rushed/felt disorganized

8. Briefly describe your arrival experience with the host and server:

Service Quality

9. Name of the server:

Enter the name (if known) or a physical description including gender, hair color, height, and age.

10. Did the server introduce themselves by name?

☐ Yes☐ No

11. Was bottled water offered?

☐ Yes☐ No

12. If the server asked if you've been to True Food Kitchen before, and if either you or your guest said no, did the server explain the menu concept?

☐ Yes, asked and explained the menu☐ No, did not ask☐ Yes, asked but did not explain the menu☐ N/A – been in before☐ Yes, explained the menu but did not ask

13. Did the server display menu knowledge or guide you through the menu by offering suggestions?

☐ Yes☐ No

14. Did the server recommend or offer a beverage other than water?

☐ Yes, an alcoholic beverage☐ Both an alcoholic and non-alcoholic beverage☐ Yes, a non-alcoholic beverage☐ No beverage recommended or offered

15. If an issue occurred, was it acknowledged and addressed promptly?

☐ Yes, resolved well (included manager acknowledgement)☐ Issue not addressed by any team member☐ Yes, but transactional (no manager acknowledgement)☐ N/A – no issue occurred

16. If an issue occurred, describe the issue and how it was addressed:

17. Rate the pace of your meal service:

Consider all timing from when you were seated until you received your bill and paid. This would include the time to place your order, receiving your items, check-backs, bill arrival, and payment processing.

☐ Pace was just right☐ Pace felt very rushed☐ Pace felt a little rushed☐ Pace felt very slow☐ Pace felt a little slow

18. If not just right, please explain:

19. How would you describe your server's tone/energy when interacting with you?

☐ Friendly (good energy, genuine, engaging)☐ Somewhat unfriendly (indifferent or disinterested)☐ Scripted (robotic, just going through the motions, lacked energy)☐ Rude or dismissive

20. How would you rate the server's attentiveness throughout the meal (refills, check-ins, awareness of needs, etc.)?

☐ Excellent☐ Fair☐ Good☐ Poor

21. Based solely on your experience with the server, would you dine at True Food Kitchen again?

☐ Yes☐ No

22. Did you notice a manager present in any of the dining areas during your visit?

☐ Yes☐ No

23. Describe your experience with the server:

Food and Beverage Execution

24. List the full menu name of all food and beverage items ordered:

Include each beverage you paid for, soup, salad, appetizer, entree, and dessert for you and your guest(s). Upload the required photo(s) showing all food and beverages received at your table.

25. How long did it take for your beverages to arrive?

☐ Less than 5 minutes☐ 10 or more minutes☐ 5-9 minutes

26. How would you rate your beverages in terms of overall flavor, temperature, and presentation?

☐ Excellent☐ Fair☐ Good☐ Poor

27. How long did it take for your starter to arrive?

☐ Less than 10 minutes☐ 15 or more minutes☐ 10-14 minutes☐ N/A – not ordered

28. Did anyone return to perform a verbal quality check of your starter after it was served?

☐ Yes☐ N/A – not ordered☐ No

29. How long did it take for your main dishes to arrive?

☐ Less than 16 minutes☐ 21-24 minutes☐ 16-20 minutes☐ 25 or more minutes

30. Did anyone return to perform a verbal quality check of your main dishes within two minutes after they were served or within two bites of tasting?

☐ Yes☐ No

31. 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

32. How would you rate the appearance of the food you ordered?

☐ Excellent☐ Fair☐ Good☐ Poor

33. How would you rate the overall flavor and freshness of the food items?

☐ Excellent☐ Fair☐ Good☐ Poor

34. Were your food items prepared exactly as you ordered them?

☐ Yes☐ No, a requested substitution or side was missing or incorrect, or food was over/undercooked

35. How did the portion size of the food items compare to what you were expecting?

☐ Smaller than expected☐ Larger than expected☐ About the same as expected

36. If there were any delays with beverage or food items, did anyone communicate the wait time and apologize?

☐ Yes, communicated wait time and apologized☐ Apologized but did not communicate wait time☐ Communicated wait time but did not apologize☐ No☐ N/A – no delays

37. Was a dessert or post-entree drink offered or presented by the server before the end of the meal?

☐ Yes☐ No

38. Based solely on your beverage and food experience, would you dine at True Food Kitchen again?

☐ Yes☐ No

39. Describe your experience with the food and beverage items:

Restaurant Cleanliness

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

- *Minor issue examples: In need of a quick refresh (e.g., a couple pieces of debris on the floor or counters or a few fingerprints/smudging on the doors or windows).*
- *Major issue examples: In need of a deeper cleaning (e.g., accumulated dirt/debris/clutter on the floor or counters, a lot of dust or smudging on fixtures, doors, or windows, etc.)*

☐ Yes☐ No, major issue(s) observed☐ No, minor issue(s) observed

41. Did the floor, tables, and chairs/booths appear clean (i.e., free of crumbs, stains, sticky residue, and odor)?

☐ Yes☐ No

42. Were plateware, silverware, and glassware clean?

☐ Yes☐ No

43. Was the restroom clean and stocked?

Restroom should be clean and stocked with soap and paper products and have functional sinks and toilets.

☐ Yes☐ N/A – restroom out of order☐ No

44. If no, what issues did you observe with the restroom?

Select all that apply.

☐ No soap☐ Trash was overflowing☐ No toilet paper☐ Sink was out of order☐ No paper towels (or hand dryer)☐ Toilet was out of order☐ Sink, mirror, or toilet was dirty☐ Restroom had a bad smell☐ Floor appeared dirty or sticky☐ N/A

45. Did the overall cleanliness of the restaurant leave a positive impression?

☐ Yes☐ No

46. To your knowledge, were there any facilities or fixtures within the restaurant that were not functioning properly (e.g., doors, restrooms, HVAC, lighting, etc.)?

☐ Yes

☐ No

47. If yes, please explain:

Check Presentation

48. How long did it take to process your payment after the check was presented (or requested)?

☐ Less than 5 minutes

☐ 10 or more minutes

☐ 5-9 minutes

49. Did any team member thank you for coming in?

☐ Yes

☐ No

50. How would you feel about having a tap-to-pay option at the table, such as Apple Pay or Google Pay?

☐ Love it, would definitely use it

☐ Not sure, probably would not use it

☐ Not sure, might use it

☐ Not a fan, definitely would not use it

Overall Experience

51. Do you feel the price you paid reflected the overall experience you received (food, service, beverage, and atmosphere)?

☐ Yes

☐ No

52. Based on your observations, did the restaurant team work well together?

☐ Yes

☐ No

53. How likely are you to recommend this restaurant to family and friends?

10 = Extremely likely; 0 = Extremely unlikely

☐ 10

☐ 3

☐ 9

☐ 2

☐ 8

☐ 1

☐ 7

☐ 0

☐ 6

☐ 5

☐ 4

54. Please explain how you felt about the price, the teamwork, and your recommend rating:

If your rating is 10, explain why you would recommend. If your rating is lower than 10, comment on what could have been done to improve the experience. Focus on things the staff can control or change at a location level (greetings, wait times, food and beverage quality, customer service, restaurant cleanliness, etc.).

55. Upload the receipt for your meal:

END OF QUESTIONNAIRE