

SCOOTER'S COFFEE

BASIC STANDARDS PROGRAM

INSTRUCTIONS

QUESTIONNAIRE

Visit a Scooter's Coffee location to anonymously observe customer service, product quality, cleanliness, and order accuracy. You will be required to visit either in-store or drive-thru at a specific time of day and order from a specific list of items. Photos are required.



Before You Begin

- Review your shop confirmation
- Know the allowed timeframe to arrive
- Know your assigned visit type
- Know the ordering requirements
- Know the photos to take
- Have a device to capture service times



Don't Forget!

- Arrive during your assigned timeframe
- Order via your assigned visit type
- Make all required observations
- Order only the required beverage
- Take all required photos
- Get a receipt for your purchase



General Requirements

- Read all instructions and the entire questionnaire before you complete the shop.
- Complete the shop alone and arrive during the timeframe specified in your shop confirmation.
- Place and pick up your order via your assigned visit type. Do not order using the mobile app.
 - **In-store:** Place and pick up your order at the counter inside the store.
 - **Drive-thru:** Place and pick up your order in the drive-thru.
- Get a receipt (ask for one if needed) to upload with your report.
- 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 have ever worked for Scooter's Coffee.



Shop Instructions

Step #1: Record service times and place the required order via your assigned visit type

- Record the following clock times in HH:MM:SS format (ex: 11:50:13 AM):
 - ✓ Time you join the line
 - ✓ Drive-thru: Time you reach the pickup window
 - ✓ In-store: Time you pay for your order
 - ✓ Time you receive the last item in your order

- Order 1 of the approved beverages from the list below.
 - Place the order without modifications (no additions, substitutions, or subtractions).
 - Do not add, change, or remove any other ingredients or toppings.
 - If you order a coffee beverage, you may choose the type of milk (if applicable).
 - If you choose alternate milk (e.g., oat), the drink will not come with the toppings.
 - Do not add, change, or remove any other ingredients or toppings.
 - Do not order additional beverages or any food items. You will not be reimbursed for them.
- You may tip, but you will not be reimbursed for it.
- Be prepared to order an alternate beverage from this list if the store cannot make the first beverage you order. Reports without an allowed beverage purchase will not be accepted.

Approved beverages 1 small hot, iced, or blended:	
<ul style="list-style-type: none"> • Caramelicious • Sea Salt Caramelicious • Cinnalicious • Fudgelicious • Honeycomb 	<ul style="list-style-type: none"> • Strawberry Shortcake Latte • Turtle • Strawberry Shortcake Shake • Caramel Cookie Shake • Sticky Monkey Shake

Step #2: Determine if the beverage is presented correctly

Correct standard beverage toppings (only cold beverages will have drizzle in the cup)
<ul style="list-style-type: none"> • Caramelicious: Whipped cream and caramel drizzle • Sea Salt Caramelicious: Whipped cream, caramel drizzle, and salted toffee crumbles • Cinnalicious: Whipped cream with cinnamon powder and cinnamon drizzle in the cup • Fudgelicious: Whipped cream and mocha drizzle in the cup and on top of the whipped cream • Honeycomb: Whipped cream and honey drizzle • Strawberry Shortcake Latte: Whipped cream, strawberry drizzle, and graham cracker topping • Turtle: Whipped cream, chocolate drizzle, and caramel drizzle • Strawberry Shortcake Shake: Whipped cream, strawberry drizzle, and graham cracker topping • Caramel Cookie Shake: Whipped cream, caramel drizzle, and a mini chocolate chip cookie • Sticky Monkey Shake: Whipped cream and caramel drizzle topping

Step #3: Take required beverage photos

- Follow all instructions below for how to correctly take each photo to upload with your report.
- Photos will not be accepted if they are blurry, dark/shadowed, or not taken as instructed below.

Required photo: beverage (required for both in-store and drive-thru shops)

- Pull over to take your beverage photos immediately. Do not wait until you get home.
- Do not modify or consume the beverage before taking the photos.
- **Hot beverages:** Carefully remove the lid, and ensure you can see the toppings in the photo.
- **Cold beverages:** Leave the lid on, and ensure you can see the toppings and the side of the cup in the photo.





QUESTIONNAIRE

Shop date:

Start time:

End time:

Order Type

1. How did you place your order?

☐ In-store

☐ Drive-thru: at a speaker box

☐ Drive-thru: with a person outside taking orders

☐ Drive-thru: at the window

Store Appearance and Atmosphere

2. Did the appearance of the exterior areas of the store create a welcoming impression based on the condition of the menu board and the condition of the building, sidewalks, patio, parking lot, and drive-thru lane?

When answering, consider the condition of the building (i.e., no paint chipping, free of damage, etc.), and the condition of the sidewalks, patio, parking lot, and drive-thru lane (i.e., tidy, free of debris/damage, welcoming, etc.).

☐ Yes, no obvious issues

☐ Mostly, there were a few noticeable issues

☐ No, not very welcoming, there were obvious issues

3. Explain any issues noticed with the exterior appearance:

Customer Experience

4. Which best describes your interaction with the order taker (over the speaker, at the front counter, or line busting)?

Base your response on all baristas you interacted with or observed interacting with other customers when orders were being taken. 'Line busting' refers to orders being taken from the line.

☐ Personal (used customer names, remembered orders, or made a connection)

☐ Friendly (good energy, genuine, engaging)

☐ Scripted (robotic, just going through the motions, lacked energy)

☐ Somewhat unfriendly

☐ Rude or abrupt

5. Did the barista upsell?

Upselling is an attempt to add additional items to your order that you had not originally intended to purchase (e.g., add a food item, upgrade to a larger size, make a drink modification (extra shot of espresso, alternate milk, etc.), offer coffee beans or other merchandise, etc.).

☐ Yes

☐ No

6. What did the barista offer as an add-on?

Select all that apply.

☐ Any pastry or food item

☐ Any seasonal or limited time offer drink

☐ Extra shot (drink modification)

☐ Larger size (drink modification)

☐ Alternative milk (drink modification)

☐ Additional flavor (drink modification)

☐ Cold foam (drink modification)

☐ Merchandise (beans, cups, apparel, etc.)

☐ N/A – just asked a vague statement (e.g., Anything else for you today?)

☐ N/A – no upsell at all

7. Did the order taker say, "Scoot on Around," after you finished placing your order?

Example of a similar statement: "You can scoot over to pick up your order." Answer No if the word "Scoot" was not used at all when directing you to pull forward.

☐ Yes, or made a similar statement with the word 'Scoot'

☐ N/A – no speaker box

☐ N/A – in-store

☐ No, did not use the word 'Scoot' at all

8. Which best describes your interaction with the barista at the window or counter?

Base your response on all baristas you interacted with or observed interacting with other customers during order pickups.

☐ Personal (used customer names, remembered orders, or made a connection)

☐ Scripted (robotic, just going through the motions, lacked energy)

☐ Friendly (good energy, genuine, engaging)

☐ Somewhat unfriendly

☐ Rude or abrupt

9. Did any barista do something specific that made you smile?

☐ Yes

☐ No, not this time

10. If yes, please explain:

11. How would you rate the staff's energy and teamwork during your visit?

☐ Excellent (coordinated, positive)

☐ Fair

☐ Very good

☐ Poor (disengaged, disorganized)

☐ Good

12. Customer experience comments:

Provide a paragraph of comments describing your experience placing and receiving your order.

Speed of Service

13. Time you joined the line:

Required format: HH:MM:SS AM/PM (ex: 1:50:33 PM)

14. Time you arrived at the pickup window:

Required format: HH:MM:SS AM/PM (ex: 1:51:26 PM) or N/A for in-store shops

15. Time you paid for your order:

Required format: HH:MM:SS AM/PM (ex: 1:51:49 PM) or N/A for drive-thru shops

16. Time you received the last item in your order:

Required format: HH:MM:SS AM/PM (ex: 1:53:55 PM)

17. Total time from joining line until receiving order:

Required format: MM:SS

18. Were you satisfied with the speed of service?

☐ Yes, satisfied

☐ No, unsatisfied

Beverage and Food Quality

19. What beverage did you order?

Select the beverage you ordered to evaluate for this shop.

- ☐ Caramelicious
- ☐ Sea Salt Caramelicious
- ☐ Cinnalicious
- ☐ Fudgelicious
- ☐ Honeycomb

- ☐ Strawberry Shortcake Latte
- ☐ Turtle
- ☐ Strawberry Shortcake Shake
- ☐ Caramel Cookie Shake
- ☐ Sticky Monkey Shake

20. Was your beverage made correctly and presented with the required toppings?

- *Upload a photo of the beverage with the lid off for hot beverages and the lid on for cold beverage.
*
- *Answer Yes if you received the correct beverages with the correct toppings that should have been included.*
- *Answer No if you initially received the wrong beverage or the beverage was prepared incorrectly (ex: required topping missing), even if you asked for it to be corrected.*
- *If you ordered an alternate milk, do not answer No for missing toppings.*

☐ Yes

☐ No

21. What food item did you order?

- ☐ Mini cookies
- ☐ Cake bite

- ☐ N/A – no mini cookies or cake bites available
- ☐ N/A – no food ordered

22. Did you receive the exact food item that you ordered?

- ☐ Yes
- ☐ No

- ☐ N/A – no mini cookies or cake bites available
- ☐ N/A – no food ordered

23. Was your food item packaged correctly?

- ☐ Yes
- ☐ No

- ☐ N/A – no mini cookies or cake bites available
- ☐ N/A – no food ordered

24. How satisfied were you with the taste and quality of your food and beverage?

- ☐ Very satisfied
- ☐ Satisfied

- ☐ Unsatisfied
- ☐ Very unsatisfied

25. How likely would you be to purchase that exact same beverage?

☐ Likely

☐ Not likely

26. How did your food and drink compare to other coffee brands or specialty drink brands?

- ☐ Much better
- ☐ Better
- ☐ Same

- ☐ Worse
- ☐ Much worse

27. Order accuracy comments:

Provide a paragraph of comments describing the accuracy and quality of your order.

Overall Experience

28. How well did your experience match your expectations of Scooter's Coffee as a brand?

- ☐ Much better than expected
- ☐ As expected

☐ Much worse than expected

29. How memorable was this visit compared to other coffee or specialty drink experiences you have had with other brands?

- ☐ More memorable
- ☐ About the same

☐ Less memorable

30. Did any barista go above and beyond what you normally expect at a coffee shop for you or another customer?

Examples: fixed an issue quickly, offered a personal suggestion, used a customer's name, added a small extra., etc.

☐ Yes, made mine or another customer's day

☐ No, not this time

31. Which of the following words best describe your visit today?

Select all that apply.

☐ Friendly

☐ Loud

☐ Efficient

☐ Clean

☐ Disorganized

☐ Rushed

☐ Cozy

☐ Energetic

32. If you were describing Scooter's Coffee to a friend, what one word would you use?

33. Based on this experience, would you return to Scooter's Coffee?

☐ Yes, probably within a week

☐ Probably not

☐ Yes, probably within a month

☐ Definitely not

34. What is the main reason you would or would not return?

☐ Product taste/quality

☐ Cleanliness of the store

☐ Speed of service

☐ A specific problem

☐ Friendliness of staff

☐ Other

35. Please explain:

36. How likely would you be to recommend Scooter's Coffee to a friend, family member, or colleague?

10 = Extremely likely to recommend Scooter's Coffee to others; 0 = Not at all likely to recommend Scooter's Coffee to others

☐ 10

☐ 4

☐ 9

☐ 3

☐ 8

☐ 2

☐ 7

☐ 1

☐ 6

☐ 0

☐ 5

37. Describe anything memorable you saw that signaled this is 'unique to Scooter's Coffee':

Enter N/A if you did not notice anything memorable that signaled 'unique to Scooter's Coffee'.

38. Provide a summary of your experience and observations:

Comment in detail on your observations, interaction with the baristas, and beverage purchased. Explain any issues you observed, and provide supporting commentary for any negative responses selected.

39. Upload the receipt for your purchase:

END OF QUESTIONNAIRE