LINCOLN HOSPITALITY GROUP DINING SHOP

PHONE CALL + DINE-IN VISIT

INSTRUCTIONS • QUESTIONNAIRE

You and one adult guest will visit your assigned location, on your assigned shop date, during the assigned timeframe. Before your shop visit you MUST call the location to evaluate the phone call experience. You will NOT set a reservation during the call. You will conduct the shop as a walk-in guest and wait for a table to be available in the dining area to enjoy your meal. You will evaluate the location appearance, staff service, food and beverage quality, and your overall impressions.

Before You Begin

- Review your shop confirmation
- Call the location before your visit
- Know your scenario
- Know your assigned location & timeframe
- Review ordering requirements
- Review photo & receipt requirements

Don't Forget!

- Complete shop in assigned timeframe
- Sit at a table in the dining area (not bar)
- Follow all ordering requirements
- Ask the server a knowledge question
- Take photos prior to consumption

General Requirements

- **Submission Deadline: 11:00 AM 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.
- Get an itemized receipt to upload with your report. Ask for the itemized receipt if you are not offered one, or if you pay with a card and the cashier doesn't return the itemized receipt with the sign slip.
- Take a selfie photo for shop validation (this is part of 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 any of the Lincoln Hospitality Group restaurant locations.
- Children are not allowed to accompany you on this shop.
- If you choose to order alcohol, limit to 1 alcoholic drink per person.
- Failure to follow the specifications for this project as outlined in this document may result in shop cancellation and non-payment.

Shop Instructions

Throughout the survey you will rate each metric from a 1-5 scale using the following as a key guide:

- **1-Did Not Meet Expectations**
- **2-Slightly Met Expecations**
- **3- Almost Met Expectations**
- **4- Met Expectations with a Slight Variance**
- **5- Fully Met Expectations**

For any metric that you rate 3 or less, please be sure to include further details in the narrative for that category.

Step #1: Call the location to evaluate the phone call experience.

- Note the time and date of your call.
- Ask about location hours, menu options, reservation/call ahead options, etc.
- Note the name of the associate that answered the phone. If you are unable to understand the name at the beginning of the call, you must ask again before ending the conversation.
- Evaluate the associate's greeting time and friendless, offer of assistance, confirmation of the location, etc.

Step #2: Evaluate the location appearance, restroom, and host interaction.

- Evaluate cleanliness of the restaurant exterior, entryway, dining area floors and tables, and restroom.
    - Do not penalize for minor litter, debris, or crumbs.
- Note how busy it is when you arrive and when you leave.
- Note the dining room temperature and TV volume and availability.
- Note how long it takes for you to be greeted (length of time from when you enter to being greeted by any associate), and how long you waited for a table to be available (total time waiting from making reservation as a walk-in to when the table becomes available for you and your guest).
- Visit the restroom during your visit to check the cleanliness and supplies available.
- Evaluate the host/hostess appearance, welcoming greeting, communication of any wait time, walks you to your table when ready, etc.
    - If no host/hostess was present, at the time of your visit, mark the section as 'N/A'.

Step #3: Evaluate server interaction, ordering experience, food delivery.

- Evaluate the server appearance, greet timing, knowledge, offer of beer and cocktail & any special menus, etc.
    - When placing your order do not immediately say you want an appetizer or beverages, to give the associate an opportunity to upsell. If they do not upsell, then state you would like to add beverages (required) and/or an appetizer (required) or dessert (optional).
- Evaluate the overall service experience and engagement with your table during the meal (from any team member).
    - Did they deliver the food by course?
    - Did they ask if you were first time guests OR part of the Loyalty program?
    - Checks your ID, if alcohol is ordered by any guest?

  - Did they check in on you and your guest? Did they offer refills of beverages?
  - Was the order correct when you received it?
  - Clear your dishes as appropriate.
  - Handle any issues appropriate (if applicable)
- If the server who primarily assists you is wearing a name tag, remember their name. If not and they do not introduce themselves, remember their physical description.

- Evaluate speed of service, order correctness, freshness and taste, and value of items ordered.
- Remember to take photos of your food and beverages prior to consumption.

Step #4: Manager on duty. Evaluate table check-ins and overall experience.

- Note if you see a manager on the floor and how they interact with guests.
  Evaluate your overall impressions, including your likelihood to return or recommend and anything that stood out as positive or negative. Do not mark down for factors outside the staff's control.

Ordering Requirements

Evaluate speed of service, presentation, freshness and taste, temperature, and value of items ordered.

- **2 Beverages:**
  - Order two beverages other than water.
  - If you order alcohol, evaluate how long it takes to receive your drink.
  - **DO NOT ORDER ANY Specialty Bloodies and Bloody of the Month**
  - Also note if you are asked for ID (you must provide valid ID if asked). Do not exceed more than one alcoholic drink per guest.

- **Appetizer:**
  - Order an appetizer and evaluate how long it takes to receive it.
- **2 Different Entrées:**
  - Order two different entrées and evaluate how long it takes to receive them.
  - Entrées ordered must be significantly different. For example, ordering two different versions of a cheeseburger does not satisfy this requirement.

Dessert is optional.

Photo & Receipt Requirements

LOCATION EXTERIOR:

- Photo of the location exterior.

FOOD & BEVERAGE:

- **Take photos prior to consumption—before taking a sip of your drinks or a bite of any food!** This is extremely important to ensure your shop is valid.
- A minimum of SIX (6+) total photos of your meal are required:
  - Each beverage (min 2)
  - Appetizer (min 1)
  - Each entrée (min 2)
- Check your photos before drinking/eating to ensure they are clear and not blurry. Poor quality photos will NOT be accepted.

LOCATION EXTERIOR SELFIE:

- After your visit, 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.

ITEMIZED RECEIPT:

- Ask for an itemized receipt if the server does not give you one.
- Write the shop number on your receipt, in blue or black ink, and upload a PHOTO of that receipt. A scanned image/PDF will NOT be accepted. You must handwrite the shop number in ink.
- Check your receipt photo prior to upload to ensure the image is large enough and the receipt text is readable.

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

LHG LINCOLN HOSPITALITY GROUP

BESTMARK

LHG DINE-IN VISIT

Location 123 Main Street
N/A, NY 12345

Shop Details

Shop Date		Shop Day	
Start Time		End Time	
Dispatch ID	5701407	Shop Type	D

Telephone Ambassador

10. Time of call

20. Date of call:

30. Telephone answered promptly within four rings
- 1-Did Not Meet Expectations
- 2
- 3
- 4
- 5- Fully Met Expectations

40. Indicate phone associate's name:

50. Says "Thank you for calling _____" and provides the location (city)
- 1-Did Not Meet Expectations
- 2
- 3
- 4
- 5- Fully Met Expectations

60. Speaks in a friendly & accommodating fashion (Easily understood)
- 1-Did Not Meet Expectations
- 2
- 3
- 4
- 5- Fully Met Expectations

70. Explain the scores you selected above for the Telephone Ambassador questions:

Ambiance/Guest Perception

Exterior

80. Please upload at least one photo of the location exterior:

90. Landscaping is appealing and well kept.
- 1-Did Not Meet Expectations
- 2
- 3
- 4
- 5- Fully Met Expectations

100. Sidewalks and Parking lots are free of debris.
- 1-Did Not Meet Expectations
- 2
- 3
- 4
- 5- Fully Met Expectations

110. Is the building well lit with all light bulbs in working order from your car to the door?
- 1-Did Not Meet Expectations
- 2
- 3
- 4
- 5- Fully Met Expectations

120. Is the entry way clean and free of debris? (such as ice melt, shovel, leaves, etc.)	○ 1-Did Not Meet Expectations ○ 2 ○ 3 ○ 4 ○ 5- Fully Met Expectations
130. If applicable, are the outdoor planters in season and well maintained?	○ 1-Did Not Meet Expectations ○ 2 ○ 3 ○ 4 ○ 5- Fully Met Expectations ☐ N/A
Interior	
140. Dining chairs are clean, unworn, and in good repair	○ 1-Did Not Meet Expectations ○ 2 ○ 3 ○ 4 ○ 5- Fully Met Expectations
150. Table is clean, wiped down, and no sticky residue	○ 1-Did Not Meet Expectations ○ 2 ○ 3 ○ 4 ○ 5- Fully Met Expectations
160. Temperature is at a comfortable level.	○ 1-Did Not Meet Expectations ○ 2 ○ 3 ○ 4 ○ 5- Fully Met Expectations
170. TVs are all on AND set to an appropriate sports channel	○ 1-Did Not Meet Expectations ○ 2 ○ 3 ○ 4 ○ 5- Fully Met Expectations
180. If local sports, or big games are on, it is being played throughout the speakers.	○ 1-Did Not Meet Expectations ○ 2 ○ 3 ○ 4 ○ 5- Fully Met Expectations
Restroom	
200. Which restroom did you visit?	○ Men's ○ Women's
210. Restrooms are clean, stocked, and free of odors	○ 1-Did Not Meet Expectations ○ 2 ○ 3 ○ 4 ○ 5- Fully Met Expectations
220. Explain the responses you selected above for the Ambiance/Guest Perception questions:	

Host/Hostess Experience

Age	Gender	Glasses	Hair Color	Hair Length	Height

230. Host/Hostess greet time or acknowledgement within less than 30 seconds	○ 1-Did Not Meet Expectations ○ 2 ○ 3 ○ 4 ○ 5- Fully Met Expectations ☐ N/A
240. Did a host greet you a sincere enthusiastic smile upon entering?	○ 1-Did Not Meet Expectations ○ 2 ○ 3 ○ 4 ○ 5- Fully Met Expectations ☐ N/A
250. Host/Hostess engages with waiting guests with poise, respect, and control.	○ 1-Did Not Meet Expectations ○ 2 ○ 3 ○ 4 ○ 5- Fully Met Expectations ☐ N/A
260. Host/Hostess engages in conversation with you while walking to your table.	○ 1-Did Not Meet Expectations ○ 2 ○ 3 ○ 4 ○ 5- Fully Met Expectations ☐ N/A
270. If you interacted with the host, did they respond with hospitality?	○ 1-Did Not Meet Expectations ○ 2 ○ 3 ○ 4 ○ 5- Fully Met Expectations ☐ N/A
280. Explain the responses you selected above for the Host/Hostess experience questions:	

Server Experience

Age	Gender	Glasses	Hair Color	Hair Length	Height

290. Server introduces themselves by name at some point throughout your duration of service.	○ 1-Did Not Meet Expectations ○ 2 ○ 3 ○ 4 ○ 5- Fully Met Expectations
300. Server greeted or acknowledged you within 1 minute.	○ 1-Did Not Meet Expectations ○ 2 ○ 3 ○ 4 ○ 5- Fully Met Expectations
310. Server promptly presents you with a selection of beer and cocktail menus.	○ 1-Did Not Meet Expectations ○ 2 ○ 3 ○ 4 ○ 5- Fully Met Expectations
320. Server asks you if you would like to see a food menu within an appropriate amount of time.	○ 1-Did Not Meet Expectations ○ 2 ○ 3 ○ 4 ○ 5- Fully Met Expectations

330. Server offers you a specific beverage based on your interest in menu. (Beer list, cocktail menu, etc.)	○ 1-Did Not Meet Expectations ○ 2 ○ 3 ○ 4 ○ 5- Fully Met Expectations
340. Server offers beverage refills in a timely manner (including water) when 3/4 empty.	○ 1-Did Not Meet Expectations ○ 2 ○ 3 ○ 4 ○ 5- Fully Met Expectations
350. Server was attentive and able to read guests wants/needs.	○ 1-Did Not Meet Expectations ○ 2 ○ 3 ○ 4 ○ 5- Fully Met Expectations
360. Food order is correct and complete.	○ 1-Did Not Meet Expectations ○ 2 ○ 3 ○ 4 ○ 5- Fully Met Expectations
370. Explain the responses you selected above for the Bar Service Experience questions:	
Sales Initiatives	
380. Throughout your visit, Server asks if you are a Loyalty member, and if not asks if you would like to hear more about it.	○ 1-Did Not Meet Expectations ○ 2 ○ 3 ○ 4 ○ 5- Fully Met Expectations
390. If interested in beer, Server offers beer samples.	○ 1-Did Not Meet Expectations ○ 2 ○ 3 ○ 4 ○ 5- Fully Met Expectations ☐ N/A
400. Server offers a second beverage to you before your entrée arrived	○ 1-Did Not Meet Expectations ○ 2 ○ 3 ○ 4 ○ 5- Fully Met Expectations ☐ N/A
410. Server demonstrates appropriate beer/liquor knowledge when asked about a cocktail/beer.	○ 1-Did Not Meet Expectations ○ 2 ○ 3 ○ 4 ○ 5- Fully Met Expectations
420. Indicate question asked:	
430. Indicate response:	
440. Server uses adjectives or descriptive words to describe a menu item? (Beverage or food)	○ 1-Did Not Meet Expectations ○ 2 ○ 3 ○ 4 ○ 5- Fully Met Expectations

450. At some point during your dining experience, Server offers you an uprate or upsell of a menu item. (Bacon on a burger, extra sauce, side upgrade, top shelf liquored.)	○ 1-Did Not Meet Expectations ○ 2 ○ 3 ○ 4 ○ 5- Fully Met Expectations	
460. Explain the responses you selected above for the Sales Initiatives questions:		

PR Skills of Server

470. Server exudes a fun, friendly, outgoing, and playful attitude	○ 1-Did Not Meet Expectations ○ 2 ○ 3 ○ 4 ○ 5- Fully Met Expectations	
480. Server consistently checks back on you and attends to your needs	○ 1-Did Not Meet Expectations ○ 2 ○ 3 ○ 4 ○ 5- Fully Met Expectations	
490. Acknowledges children and treats them respectfully (if applicable)	○ 1-Did Not Meet Expectations ○ 2 ○ 3 ○ 4 ○ 5- Fully Met Expectations ☐ N/A	
500. Overall, how memorable was your experience with your Server?	○ 1-Did Not Meet Expectations ○ 2 ○ 3 ○ 4 ○ 5- Fully Met Expectations	
510. Explain the responses you selected above for the PR Skills of Server questions:		

Food Timing Goals

520. Did you receive your beer/soda within 2 minutes, a mixed drink, signature cocktail, or classic bloody mary within 3-5 minutes, or a Specialty Bloody Mary within 8 minutes?	○ Yes ○ No	0 / 10
530. Did you receive your appetizer within 10 minutes?	○ Yes ○ No	0 / 10
540. Did your Server deliver small plates before the appetizer arrived?	○ Yes ○ No	0 / 10
550. Did you receive your Entrée within 15 minutes?	○ Yes ○ No	0 / 10
560. Did your server check back in after the meal is served within 2 minutes or two bites?	○ Yes ○ No	0 / 10
570. Was your check presented and processed in a timely manner?	○ Yes ○ No	0 / 10
580. Explain the responses you selected above for the Food Timing Goals questions:		

Food Quality

Beverage Order

590. Beverages ordered:	
600. Did you order an alcoholic beverage?	○ Yes ○ No

610. Please rate the quality of your drink.	○ 1-Did Not Meet Expectations ○ 2 ○ 3 ○ 4 ○ 5- Fully Met Expectations
620. Please rate the presentation of your drink.	○ 1-Did Not Meet Expectations ○ 2 ○ 3 ○ 4 ○ 5- Fully Met Expectations
630. Upload at least 2 photos, one of each beverage item ordered prior to consumption:	
Appetizer Order	
640. Did you order an appetizer?	○ Yes ○ No
650. Appetizer ordered:	
660. Upload at least 1 photo of each appetizer item ordered prior to consumption:	
Food Order	
670. Entrées ordered:	
680. Upload at least 2 photos, one of each entree ordered prior to consumption:	
690. The plating, garnish, and presentation is distinctive, eye catching, stimulates your appetite, and neatly presented.	○ 1-Did Not Meet Expectations ○ 2 ○ 3 ○ 4 ○ 5- Fully Met Expectations
700. The tastes and seasonings of the dishes are delightful, making this a memorable and enjoyable choice.	○ 1-Did Not Meet Expectations ○ 2 ○ 3 ○ 4 ○ 5- Fully Met Expectations
710. Hot items hot/ cold items cold.	○ 1-Did Not Meet Expectations ○ 2 ○ 3 ○ 4 ○ 5- Fully Met Expectations
720. Were the fries cooked properly and to satisfaction?	○ 1-Did Not Meet Expectations ○ 2 ○ 3 ○ 4 ○ 5- Fully Met Expectations
730. Were the side dishes (other than fries) served hot and fresh if applicable?	○ 1-Did Not Meet Expectations ○ 2 ○ 3 ○ 4 ○ 5- Fully Met Expectations
740. Would you order this item again?	○ 1-Did Not Meet Expectations ○ 2 ○ 3 ○ 4 ○ 5- Fully Met Expectations
750. Explain the responses you selected above for the Food Quality questions:	

Manager on Duty

Age	Gender	Glasses	Hair Color	Hair Length	Height

760. Well groomed, neat, and professional appearance and conduct.	○ 1-Did Not Meet Expectations ○ 2 ○ 3 ○ 4 ○ 5- Fully Met Expectations
770. Visible greeting guests at their tables.	○ 1-Did Not Meet Expectations ○ 2 ○ 3 ○ 4 ○ 5- Fully Met Expectations
780. Visible on the floor moving throughout the restaurant, sets a high energy pace and enthusiasm level.	○ 1-Did Not Meet Expectations ○ 2 ○ 3 ○ 4 ○ 5- Fully Met Expectations ☐ N/A
790. If something was incorrect or delayed, did a team member handle it professionally and to your satisfaction?	○ 1-Did Not Meet Expectations ○ 2 ○ 3 ○ 4 ○ 5- Fully Met Expectations
800. Explain the responses you selected above for the Manager on Duty questions:	

Intent to Return/Overall Impression

810. Overall, how memorable was your experience at this restaurant?	○ 1-Did Not Meet Expectations ○ 2 ○ 3 ○ 4 ○ 5- Fully Met Expectations
820. Based on your experience, how motivated would you be to return to this restaurant on your own?	○ 1-Did Not Meet Expectations ○ 2 ○ 3 ○ 4 ○ 5- Fully Met Expectations
830. Did someone cheerfully thank you as you exited the restaurant?	○ 1-Did Not Meet Expectations ○ 2 ○ 3 ○ 4 ○ 5- Fully Met Expectations
840. What establishments are the local competitors of this restaurant? How do you feel this restaurant stacks up against it's competitors in the area?	
850. What did you like most about your experience?	
860. Which menu item would you recommend to a friend?	
870. What descriptive adjectives would you use to describe the food you had today? (EX. Comforting, savory, spicy, delicious, bland, salty, etc.)	
880. What do you believe could be improved upon?	
890. Who was the most positively memorable employee you encountered during your visit? Please explain why they were so memorable.	

900. Explain the responses you selected above for the Intent to Return/Overall Impression questions: