PEPPERJAX GRILL

DINE-IN

INSTRUCTIONS • QUESTIONNAIRE

PepperJax is best known for their classic Philly cheesesteaks freshly prepared on a flat-top grill. Visit the assigned location to observe the service experience, food/beverage quality and accuracy, and overall cleanliness.

Before You Begin

- Review your shop confirmation
- Know when you're required to visit
- Know the required purchase
- Have a cell phone to bring with you

Don't Forget!

- Place the required order
- Ask a knowledge question
- Take required photos
- Get a receipt

General Requirements

- Read all instructions and the entire questionnaire before you complete the shop.
- Familiarize yourself with the menu before your shop at pepperjaxgrill.com/menu
- Check your shop confirmation for the timeframe to arrive.
  - **Lunch:** Arrive between 11am-2pm
  - **Dinner:** Arrive between 4pm-8:30pm
  - Check the business hours on pepperjaxgrill.com for the assigned location to confirm.
- Bring a cell phone with a good-quality camera to capture required photos and wait times.
- Submit your report to shopperhub.cxgroup.com within 12 hours of the shop.
- Retain all documentation for six months following your shop.
- You or your immediate family members cannot have ever worked for PepperJax Grill.

Shop Instructions

- Arrive during the timeframe found in your shop confirmation (Lunch or Dinner).
- Observe exterior of building and parking lot cleanliness.
- Listen carefully for a greeting when you arrive (the restaurant may be loud with multiple customers, music, sizzling on the grill, etc.).
- Visit the restroom before placing your order or after receiving your food.
  - All locations have a restroom, and it's a critical part of your observation requirements.
  - If the restroom is not available initially, check the restroom later in your visit.
- Ask the team member at the counter a question about a menu item or for a recommendation to test their knowledge.

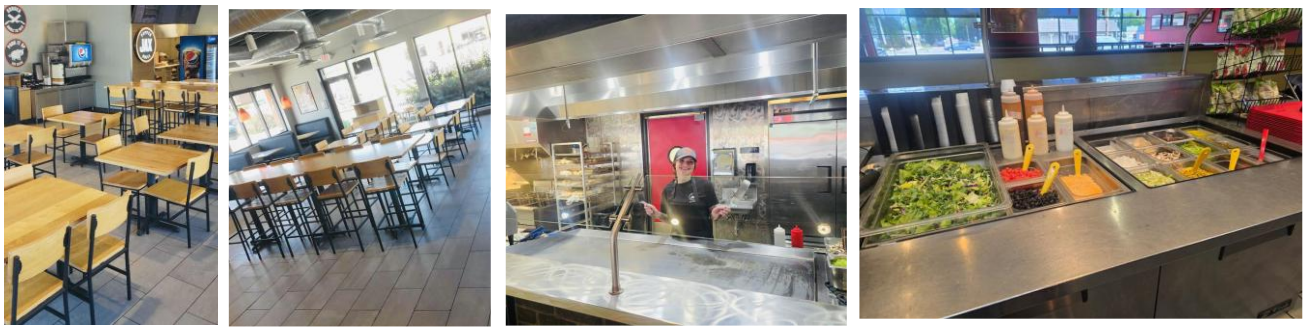
- Place your order at the counter for dine in (no app/pickup orders). Do not place the order to go.
  - Order the following item:
    - ✓ 1 Steak or Chicken entrée item (Philly, Rice Bowl, Nacho, Burrito, or Salad)
  - If dietary restrictions prevent you from ordering steak or chicken, you may select another protein (veggie, sausage, or shrimp).
  - You may Jax It Up to add fries and a drink if you like, but you will not be reimbursed for more than $25.
  - Please do not order the Just Right sized entrée.
  - Do not order other appetizers (cheese curds, jalapeno poppers, chips and cheese) or any of the desserts.
- Allow team members to guide you through the ordering process.
  - Remain at the grill while your order is being prepared.
  - Note whether team members use any of PepperJax's "Thrill of the Grill" lingo or call-outs ('Gunner', 'Fireball', 'On the Fly,' 'Choo-Choo', 'Bang Bang', 'Wooo', 'Woot Woot', 'It's Naked', 'All Aboard') while your order is being prepared.
- Confirm all team members are in proper attire:
  - Team members must wear a visor/hat with the PepperJax logo or non-branded in PepperJax colors, or a hairnet.
  - Team members must wear a clean PepperJax logo shirt.

PepperJax logos	PepperJax colors

- Get a receipt for your order. If not offered a receipt, ask for one.
  - At checkout, if available, obtain the itemized receipt.
  - If you cannot get an itemized receipt, a non-itemized receipt is acceptable.
  - To ensure proper reimbursement, write your tip amount on your uploaded receipt.
    - You will only be reimbursed up to 20% for a tip and no more than $25 total for your purchase + tip.
- Use a device that can capture the following service times in MM:SS (mins:secs) format:
  - ✓ How long it takes from approaching the line (or counter if no other customers) until placing your order.
  - ✓ How long it takes from placing your order to receiving all items.
- Select a table to make interior observations. Spend at least 15-20 minutes dining at a table.
  - Take at least 2 photos of the food items ordered before you try them.

- Take the food photos in a way that ensures each item is fully visible.
- If needed, unwrap any items and take any lids off so the product can be seen.
- Food containers: Take the photo from above.
- If possible, avoid capturing team members and other guests in your photos.
- Photos that are blurry, tinted, or too dark will not be accepted.

- Observe the cleanliness of the grill and dining areas.
- Note if tables are actively cleared or left dirty for a long time after customers depart.
- Evaluate the condiment station cleanliness and supplies.

PepperJax interior example


QUESTIONNAIRE

Shop date:
Start time:
End time:

Visit Information

1. Daypart:

[ ] Lunch
[ ] Dinner

2. Day of Week:

[ ] Monday
[ ] Tuesday
[ ] Wednesday
[ ] Thursday
[ ] Friday
[ ] Saturday
[ ] Sunday

Restaurant Appearance

3. Was the exterior of the restaurant clean?

This includes the parking lot (free of trash and well maintained) in addition to the building and windows.

[ ] Yes
[ ] No

4. If no, please explain:

5. Rate the cleanliness and tidiness of the interior and dining room as well as the availability of condiment station supplies:

The space should be clean, organized, and free of unbussed tables. This includes the grill area, floor, tables/chairs, condiment stations, grill, and trash receptacles. Lids, straws, silverware, and napkins must be present for customers.

[ ] Excellent
[ ] Very good
[ ] Good
[ ] Fair
[ ] Poor

6. If not excellent, please select the factors that apply:

Select all that apply.

[ ] One or more tables in the dining area were not clean/cleared of dishes
[ ] Dirty, sticky, or littered floor
[ ] Messy/dirty grill area
[ ] Trash cans full/overflowing
[ ] Trash/spills on condiment station
[ ] Lids, straws, silverware, or napkins missing
[ ] N/A – excellent

7. Was the restroom clean, well stocked, and in good working condition?

[ ] Yes
[ ] No
[ ] N/A – restroom unavailable

8. If no or N/A, please explain (a restroom check is required for your visit):

Greetings & Hospitality

9. How many customers were ahead of you in line waiting to order?

[ ] 0
[ ] 1

[ ] 2
[ ] 3
[ ] 4
[ ] 5
[ ] 6-10
[ ] More than 10

10. How long after you entered were you verbally acknowledged/greeted?
Please be sure to listen carefully for a greeting, as the interior noise level can be elevated at PepperJax given the grill activities, music, and energetic atmosphere.
[ ] Less than 10 seconds
[ ] 10 – 20 seconds
[ ] 21 – 30 seconds
[ ] 31 – 60 seconds
[ ] More than 60 seconds

11. Did the welcome you received from the team members feel authentic?
[ ] Yes
[ ] No

12. If no, select all of the factors that influenced your response:
Select all that apply.
[ ] Tone of voice felt mechanical/insincere
[ ] Team members did not make eye contact
[ ] Team members did not smile
[ ] I felt rushed by the team members
[ ] Team members did not work with urgency
[ ] N/A – welcome was authentic

13. Were team members wearing the PepperJax uniform and meeting appearance standards?
Team members are required to wear a visor/hat (branded or with PepperJax colors) or a hairnet, and a clean PepperJax logo shirt.
[ ] Yes
[ ] No

Ordering Experience

14. How long did you wait in line before placing your order?
Start timing when you joined the line or approached the counter if no one was ahead of you. Stop timing when the team member began taking your order.
[ ] Less than 1 minute
[ ] 1-2 minutes
[ ] 2:01 – 3 minutes
[ ] 3:01 – 4 minutes
[ ] 4:01 – 5 minutes
[ ] More than 5 minutes

15. If your wait time was more than 3 minutes, please share anything you noticed that could have contributed to the delay:

16. Was the team member knowledgeable about the menu items?
[ ] Yes
[ ] Somewhat
[ ] No

17. List the question you asked, and the team member's response:
If you selected 'Somewhat' or 'No', be sure to explain what information was incorrect or not provided.

18. Did you hear team members using PepperJax's "Thrill of the Grill" lingo or call-outs (for example, 'Gunner', 'Fireball', 'On the Fly', 'Choo-Choo', 'Bang Bang', 'Wooo', 'Woot Woot', 'It's Naked', or 'All Aboard')?
Listen for fun, energetic call-and-response between team members while your order is being prepared at the grill.
[ ] Yes
[ ] No

19. If yes, please note what you heard:

20. Did the team member suggest additional items to enhance your order (for example, a

drink, side, extra cheese, or cheese sauce)?
[ ] Yes [ ] No

21. If yes, what did they suggest?

22. How long did it take to receive your order from the time you placed it?
[ ] Less than 5 minutes [ ] 7:01 - 10 minutes
[ ] 5 - 7 minutes [ ] More than 10 minutes

23. Considering the number of customers present, did the wait time feel reasonable to you?
[ ] Yes [ ] No

24. Were you genuinely thanked before you left the register/counter?
[ ] Yes [ ] No

25. If no, please describe how the interaction ended:

26. Did anyone mention the PepperJax App, rewards, or loyalty program, or ask if you were a member?
[ ] Yes [ ] No

27. If yes, please describe what was said:

Food & Beverage

28. List the full menu name of all food and beverage items ordered:
Include each food and beverage item you paid for. Upload the required photo(s) showing all food items received.

29. Did you receive the correct order?
Select all that apply.
[ ] Yes, all items and customizations/modifications were correct
[ ] No, customization/modification incorrect
[ ] No, items missing
[ ] No, additional items received
[ ] No, received wrong entrée, side, or drink

30. If no, what exactly was incorrect?

31. Rate the quality and presentation of your food:
[ ] Excellent [ ] Fair
[ ] Very good [ ] Poor
[ ] Good

32. Comment on the taste, temperature, freshness, presentation, and overall quality of the food:

33. If you pointed out any issues with your order, was it fixed within 5 minutes?
[ ] Yes, resolved within 5 minutes [ ] No, the issue was not resolved
[ ] No, resolved but it took more than 5 minutes [ ] N/A – no issues mentioned

Overall Impressions

34. Did a manager or shift leader appear to be actively leading the floor during your visit?
[ ] Yes [ ] Unsure
[ ] No

35. Were all team members you saw focused on work-related tasks during your visit?
Team members should be engaging with customers, working on orders, cleaning, performing maintenance tasks, and avoiding personal conversations, eating, standing around, etc. (Exception: It is acceptable for team members to be taking a break and eating a meal.)
[ ] Yes
[ ] No

36. If no, please explain:

37. Rate the overall friendliness and positive energy of the team members:
Team members should appear genuinely happy to serve you and other customers.
[ ] Excellent
[ ] Very good
[ ] Good
[ ] Fair
[ ] Poor

38. If not excellent, please explain:

39. Did you witness any acts of exceptional customer service at any point during your visit?
[ ] Yes
[ ] No

40. If yes, what exceptional customer service acts did you witness?
Select all that apply.
[ ] Provided samples (limited time offer, new sauce, etc.)
[ ] Recognized a regular customer
[ ] Made personal conversation with waiting customers
[ ] Other
[ ] N/A – No acts of exceptional service witnessed

41. If other, please explain:

42. How likely is it that you would recommend this restaurant to a friend or colleague?
10 = Extremely likely to recommend; 0 = Extremely unlikely to recommend
[ ] 10
[ ] 9
[ ] 8
[ ] 7
[ ] 6
[ ] 5
[ ] 4
[ ] 3
[ ] 2
[ ] 1
[ ] 0

43. Please explain your 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.

44. Upload the receipt for your purchase:

END OF QUESTIONNAIRE