



### Mystery Shopper Evaluation

Visit#: 1506424813061512	Shopper's Occupation: <b>retired</b>	<b>Scoring Key:</b> Yes / No = 1 point 0-4 = 4 pts (0-Low / 4-High) N/A = 0 pts
Shopper#: 150642	Shopper's Home: <b>Arlington, Texas</b>	
Visit Date: <b>Friday, June 15, 2012</b>	Other Guests' Ages: <b>29, 63</b>	
Weather Conditions: <b>clear</b>	Time Arrived: <b>08:44 PM</b>	
Shopper's Gender / Age: <b>Female / 63</b>	Time Departed: <b>12:03 AM</b>	

**Total Score:** 95%

**Website** 100% 5 of 5

- Website layout was easy to understand
- Website was easy to navigate
- Website contained adequate information
- Birthday information was easy to find
- Website portrayed a fun, safe and entertaining location

**Website Narrative:**

Summary Narrative: The website was colorful, and due to the clearly labeled tabs across the top of the opening page it was easy to find the information one might be looking for. Realistic Pictures and a Virtual Map make it easy to visualize the fun at Alley Cats. Special events, birthday parties, and prices were all easy to find on this website.

**Phone Call** 100% 8 of 8

- |            |   |                  |
|------------|---|------------------|
| <b>Yes</b> | Phone system was easy to navigate   | <b>Yes</b>       |
| <b>Yes</b> | Recordings and menus were clear and easy to understand  | <b>Yes</b>       |
| <b>Yes</b> | Phone was answered within 3 rings on first attempt  | <b>Yes</b>       |
| <b>Yes</b> | How many attempts did you make before reaching someone  | <b>1</b>         |
| <b>Yes</b> | How many rings before phone was answered:   | <b>2</b>         |
|            | DATE OF CALL:   | <b>6/15/2012</b> |
|            | TIME EVALUATED:   | <b>06:12 PM</b>  |
|            | Team member identified self and location  | <b>Yes</b>       |
|            | EMPLOYEE NAME:  | <b>Laurel</b>    |
|            | Employee gave a friendly and welcoming greeting<br>(List exact greeting given by employee in narrative) | <b>Yes</b>       |
|            | Were they able to answer questions about center hours, specials, open play, leagues, tournaments, etc.? | <b>Yes</b>       |
|            | Provided a pleasant closing   | <b>Yes</b>       |
|            | Provided a positive first impression of the facility  | <b>Yes</b>       |

**Phone Call Narrative:**

Summary Narrative: The phone was answered on the second ring by Laurel who said, "Thank you for calling Alley Cats, this is Laurel." I asked how late they were open that night, and she told me until 2:00 AM. I asked if there would be a wait for the lanes around 8:30 PM, and she said that we should not come any later than that, because they tended to fill up on Friday nights. I asked about bowling prices, and she reviewed them with me again. I also asked about the prices for Lazer Tag. Then I told her we would be there later, and she said, "OK. See you soon."

**Building Maintenance**

**100%** 11 of 11

- Facility was clearly marked and easy to locate **Yes**
- The parking lot was free of trash or litter **Yes**
- The sidewalk/building entrance free of trash or litter **Yes**
- The landscaping was free of trash or litter **Yes**
- Exterior trash cans or ashtrays were clean and not full or overflowing **Yes**
- Landscaping was well maintained, not overgrown with no excessive weeds **Yes**
- The pavement was clean and not dirty or stained **Yes**
- Parking lot well maintained(no pot holes or faded paint) **Yes**
- All windows and doors were clean and free of smudges **Yes**
- The center's sign was fully lit if after dark **Yes**
- All lights were on and not flickering or burned out **Yes**

**Building Maintenance Narrative:**

Summary Narrative: This entertainment center was easy to access and had very good signage. The lights were are brightly lighted, and the spacious parking lot still had plenty of parking spaces. This facility was very well maintained and quite attractive in the parking lot next to Putt Putt Golf and Games. Front doors where clean and sparkling and inviting. There was no trash or litter at all around this facility. The parking lot was well lighted after dark making the area feel quite safe.

**Restrooms**

**100%** 6 of 6

- Were easy to find/adequate **Yes**
- SPECIFIC LOCATION: **Center of Area**
- TIME EVALUATED: **8:36 PM**
- Were clear of water and trash **Yes**
- Were well stocked with adequate supplies **Yes**
- Were pleasant smelling **Yes**
- Were in good repair and working correctly **Yes**
- Trash containers were available and recently emptied **Yes**

**Restrooms Narrative:**

Summary Narrative: The restrooms were behind a circular wall in the center of the entertainment area. There was an alcove with water fountains in the center. The men's and women's sections were clearly defined and decorated with tiles that were black and turquoise on the ladies side and black and gold on the men's side. This design at the entrance continued into the restrooms. They were modern, clean, and fully supplied with paper, towels, and soap. All of the fixtures were clean and working properly.

**Bowling Counter Area**

**92%** 11 of 12

- Area was clearly marked and easy to locate **Yes**
- The floor near the counter was clean and free of trash **Yes**
- Any lines were organized and moved quickly **Yes**
- Number of people in line ahead of you **3**
- How long did you wait to be helped **2 min, 22 sec**
- (If longer than 3 minutes, explain what the employees were doing when you approached in the narrative)
- How many employees were working at the counter **2**
- Prices were clearly posted and easy to understand **No**
- All menu/price boards were complete and in good shape **N/A**
- Promotional materials were clearly displayed at counter **Yes**
- The counters were clean and free of dust or debris **Yes**
- Any glass surfaces were clean and free of smudges **Yes**
- The counters were organized and not overly cluttered **Yes**
- Discounts or special rates were advertised **Yes**
- Promotional signs at the counter were up to date **Yes**
- How long were you told the wait for a lane would be **no wait**
- How long did you wait for an open lane **no wait**
- An adequate number of shoes were available for rent **Yes**
- Shoes were well maintained and in good condition **Yes**

**Bowling Counter Area Narrative:**

Scoring Explanations: I could not see posted prices or menu boards.

Summary Narrative: The Bowling Counter was in the center of the area, and was quite large. There were only a few people in line, and the lines moved quickly. Two cashiers were working the two windows. From time to time during the evening, there was a third person working behind the counter. There were plenty of shoes and clean socks for rent. There were a number of signs on stands and on the counters advertising the various events coming up and the special days and rates available during the summer. I did not see regular rates for bowling posted. There were no price boards or menu boards that we could see.

**Bowling Counter Team Member**

**90%** 9 of 10

- Greeted you pleasantly
- Smiled and made eye contact
- EMPLOYEE NAME:
- TIME EVALUATED:
- Was in uniform and neatly groomed
- Had a name tag or embroidered name clearly displayed
- Demonstrated knowledge of attraction / prices
- Answered your questions adequately
- Made suggestions / informed you of discounts or specials
- Handled transaction efficiently and correctly
- Gave proper change/checked signature/ID (if applicable)
- Projected a friendly and positive attitude
- Thanked you and / or provided a pleasant closing

**Yes**  
**Yes**  
**Heather**  
**08:43 PM**  
**Yes**  
**No**  
**Yes**  
**Yes**  
**Yes**  
**N/A**  
**Yes**  
**Yes**  
**Yes**  
**Yes**

**Bowling Counter Team Member Narrative:**

Scoring Explanations: Heather was not wearing a name tag, and she did not mention any specials or discounts. I do not believe there were any offered on Friday evenings.

Summary Narrative: Heather was neatly groomed and seemed to be very knowledgeable about the bowling center operations. She told us the prices and provided us with the rental shoes we needed. She was fast and efficient in ringing up our transaction, and I paid with exact change. She said there would not be a wait. We were to use lane 12 and would have one hour to bowl as many games as we wanted. After we left the bowling counter, I realized we did not know where to find the balls of the various weights and had to seek assistance from one of the associates nearby. Also, the lane numbers were very hard to see, and we had to have assistance to locate our lane.

**Bowling Lane Area**

**100%** 17 of 17

- The bowling lane area was clean and well maintained
- Floors in the lane area were clean & free of trash
- The tables in the area were clean and free of trash
- All chairs and tables were in good condition
- Promotional materials in the area were up to date
- Lanes were well maintained and functioning correctly
- Scorekeeping machine was easy to use / working correctly
- Area was fun and appealing
- Bowling was fun to play at this facility
- How would you rate the appearance of seating area?
- How would you rate the appearance of the bowling lanes?

**Yes**  
**Yes**  
**Yes**  
**Yes**  
**Yes**  
**Yes**  
**Yes**  
**Yes**  
**Yes**  
**4**  
**4**

**Bowling Area Narrative:**

Scoring Explanations: There were plenty of large, comfortable couches for seating. The coffee table in the center was large enough to hold everyone's drinks and snacks. There was plenty of space for everyone and their belongings. The lanes were clean and clear and perfect operating order. The neon around the lanes was attractive, and the large TV screens allowed us to keep us with our local Baseball team while we bowled.

Summary Narrative: The lanes were very well maintained, and the area was very attractive. The area was spacious, and the seating was comfortable. Large TV screens provided entertainment when it was not our turn to bowl. The bowling equipment all worked perfectly, and the automatic scoring machines were a plus.

**Snack Bar Area**

**80%**

4 of 5

Area was clean and free of trash	<b>Yes</b>
TIME EVALUATED:	<b>09:58 PM</b>
How long did you wait to be helped	<b>0</b>
Number of people in line ahead of you	<b>0</b>
Menu & prices were clearly posted / easy to understand	<b>No</b>
Payment options were clearly posted	<b>Yes</b>
The menu offered a wide variety of items	<b>Yes</b>
How many employees were working at the counter	<b>3</b>
Amount of minutes it took to receive your order:	<b>12min 23 sec</b>
Condiments, napkins and straws were available	<b>Yes</b>

**Snack Bar Area Narrative:**

Scoring Explanations: The full menu was not listed on the overhead boards. The entrees were pictured on the video board one at a time, and it was difficult to figure out what was available. Finally one of the employees behind the counter gave us a printed menu.

Summary Narrative: Once we saw the menu, it was quite extensive. There were no other customers in the snack bar at the time we were there, however other patrons throughout the bowling area were apparently also being served. It took quite a while to receive our order, but Kim brought it to us when it was ready. She was then back to pick up our tray when we finished.

**Snack Bar Team Member**

**100%**

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Greeted you pleasantly	<b>Yes</b>
Smiled and made eye contact	<b>Yes</b>
Was in uniform and neatly groomed	<b>Yes</b>
Had a name tag or embroidered name clearly displayed	<b>Yes</b>
EMPLOYEE NAME:	<b>Kim Bowen</b>
Demonstrated knowledge of menu	<b>Yes</b>
Answered your questions adequately	<b>Yes</b>
Asked if you needed anything else or made suggestions	<b>Yes</b>
Gave proper change/checked signature/ID (if applicable)	<b>Yes</b>
Gave you adequate receipt	<b>Yes</b>
Handled transaction efficiently and correctly	<b>Yes</b>
Projected a friendly and positive attitude	<b>Yes</b>
Behaved professionally at all times	<b>Yes</b>
Thanked you and / or provided a pleasant closing	<b>Yes</b>

**Snack Bar Team Member Narrative:**

Summary Narrative: Kim was very friendly and very professional. She helped us with the menu and rang up our selections very quickly. She made change and then prepared our drinks. We seated ourselves at one of the many tables outside the snack bar. Once our order was ready, she brought it out to us and asked if we needed any additional condiments or napkins. Kim came by to check on us while we were eating. When we were finished, she came by and picked up our tray and trash. There was a birthday party around a group of tables next to us, but there was still plenty of room for everyone.

**Snack Bar Food**

**100%**

6 of 6

Food was prepared according to order	<b>Yes</b>
Food appeared appetizing	<b>Yes</b>
Food temperature was correct	<b>Yes</b>
Food was prepared well and seasoned appropriately	<b>Yes</b>
Ingredients were fresh and of high quality	<b>Yes</b>
Food tasted appealing	<b>Yes</b>

**Food Narrative:**

Summary Narrative: My guest had ordered a quacamole burger, and when it was served it was very attractive on the plate. The food was hot and very tasty. My guest reported it as one of the best burgers he had ever eaten. The fries were crispy on the outside and soft and flaky on the inside. The food was seasoned just right. Our soft drinks were very cold and had just the right amount of carbonation.

**Food Ordered**

**Food Ordered:**

Summary Narrative: California Burger meal. It contained a burger with quacamole, fries, and a soft drink.

**Bar Area**

**100%** 4 of 4

- Area was clean and free of trash **Yes**
- TIME EVALUATED: **11:33 PM**
- How long did you wait to be helped **0**
- Drink specials were listed on signs or placards **Yes**
- The bar had a pleasant atmosphere **Yes**
- Counters were clean, free of spills and dry **Yes**

**Bar Area Narrative:**

Summary Narrative: The bar was full of patrons with a steady flow of folks walking up to order drinks. The Bartenders were friendly and efficient. They carded everyone, regardless of age and then gave them a wristband to show that ID had been checked.

**Bartender**

**100%** 11 of 11

- Greeted you pleasantly **Yes**
- Smiled and made eye contact **Yes**
- Was in uniform and neatly groomed **Yes**
- Had a name tag or embroidered name clearly displayed **Yes**
- EMPLOYEE NAME: **Angelica**
- Demonstrated drink knowledge **Yes**
- If you ordered a cocktail, they suggested premium brand **Yes**
- If you are under 35 years old, were you asked for ID **N/A**
- Amount of time it took to receive your drinks **46 seconds**
- Handled your drinks efficiently **Yes**
- Handled transaction efficiently and correctly **Yes**
- Gave proper change/checked signature/ID (if applicable) **Yes**
- Projected a friendly and positive attitude **Yes**
- Thanked you and / or provided a pleasant closing **Yes**

**Bartender Narrative:**

Summary Narrative: All the bar seats were full except one, which I was able to occupy. However, the Bartender was right there with a drink menu. I ordered my drink, and the Bartender quickly mixed it and served it on a cocktail napkin. She asked if I wanted to run a tab or pay as she went. I gave her a credit card. She finished the transaction quickly and returned with the receipt. I left two dollars on the bar, which Bartender put into the tip jar. The drink was very good, and the Bartender had brought the bottle of Quervo Gold over to me to encourage me to order the Gold instead of the Silver. Later I asked about the contents of a liquor bottle with pink liquor, and we discussed the kind of drinks that could be made from it.

**Drinks**

**100%** 3 of 3

- Drinks were made correctly **Yes**
- Drinks tasted good / appropriate flavor **Yes**
- Drinks were served at the appropriate temperature **Yes**

**Drinks Narrative:**

Summary Narrative: I ordered a cocktail called Arizona Catcus Juice. I watched the Bartender mix the drink and garnish it with a marishino cherry and a lime slice. She served it in a tall glass with a cocktail napkin. Shortly before I finished the drink, the Bartender asked if I would like a refill.

**Drinks Ordered**

**Drinks Ordered:**

Summary Narrative: The Arizona Catcus Juice was made with a three count pour of Quervo Gold Tequila, a three count of Peach Schnapps, and a two count of Triple Sec. This was all poured into a glass and pineapple juice and cranberry juice was added. Next a scoop of ice was added to a tumbler which was inverted over the glass and shaken. The drink was then poured over ice into the glass and garnished with a cherry and lime slice.

**Arcade and Prize Center**

**100%** 9 of 9

Area was clearly marked and easy to locate

**Yes**

TIME EVALUATED:

**10:52 PM**

Area was clean and free of trash

**Yes**

All games were clean and in good condition

**Yes**

Most games were functioning correctly

**Yes**

Change / tokens were readily available/easy to acquire

**Yes**

Did you notice any games marked out of order

**No**

If so, how many

**0**

Prizes were organized/ attractively displayed

**Yes**

Prizes were in adequate supply/ well stocked

**Yes**

Prize point levels / amounts were clearly labeled

**Yes**

**Arcade and Prize Center Narrative:**

Summary Narrative: There were little or no instructions with the games, and it often took a minute or two to find an associate free to explain. It was frustrating not to know how to play when your coins were already in the game. Sometimes, tickets were out or paper to print results was out. There were many nice games, and a large group of young people was enjoying them. There were three Card Kiosks for buying a card and adding points to it, and 3 Kiosks to redeem tickets and place points on the cards.

**Prize Center Team Member**

**100%** 11 of 11

Greeted you pleasantly

**Yes**

Smiled and made eye contact

**Yes**

Was in uniform and neatly groomed

**Yes**

Had a name tag or embroidered name clearly displayed

**Yes**

EMPLOYEE NAME:

**Vanessa**

Handled change efficiently

**Yes**

Handled refund situation pleasantly and promptly

**Yes**

Handled receipts and prizes efficiently/ correctly

**Yes**

Awarded extra or larger prizes when asked

**No**

Allowed me to buy a prize(s) when asked

**No**

Made suggestions / was helpful

**Yes**

Thanked you and / or provided a pleasant closing

**Yes**

**Prize Center Team Member Narrative:**

Summary Narrative: The employees at the redemption center were friendly and helpful. They explained the how the card was used, and Jarred rang up my transaction. When my guest and I finished playing the points on the card we had a 42 points and were able to get two tiny cloth pinkie rings and a Chinese finger puzzle. The associates were very good to work with guests and patient.

**Overall**

**87%** 34 of 39

- Overall impression of facility personnel 4
- Overall impression of facility conditions 4
- Overall impression of bowling lanes / experience 4
- Overall impression of food service 3
- Overall impression of bar service 4
- Overall impression of food / drinks 4
- How satisfied were you with your overall experience 3
- Would you return to facility based on this experience **Yes**
- Based upon this experience how likely are you to recommend this center to family and friends 7

**Overall Narrative:**

Scoring Explanations: Everyone we met was friendly and helpful. The associates were energetic and all seemed to be enjoying their jobs. It was apparent that their primary job was to help the guests have a good time at Alley Cats. The facility was very clean and obviously well maintained. From the parking lot to the restrooms, it was an attractive, clean, and a pleasant place to be. The bowling area was spacious with comfortable seating for everyone in the party. The large video screens, neon lights, automatic scoring system and gleaming bowling lanes all made for a comfortable and attractive setting in which to have fun. The service was good, and all the food and drinks we had were very good. The food was served hot and was well prepared. There were plenty of choices on the menu, and all of the service associates were friendly and efficient. The bar was a little crowded, but the service was good. The Bartenders were friendly and efficient. They were mixing drinks with appropriate pours and were keeping the bar clean. They were especially careful to be sure everyone was of legal drinking age. The bar was well stocked, and there was a good variety of food and drink available. There was plenty of seating throughout the facility with tables for drinks. The associates were very attentive in serving all the guests. I did not enjoy the arcade as much, but the many young people there seemed to be having a really good time. There was plenty of variety of activities, and the entire facility was clean and attractive. The staff was very attentive and helpful. I will likely return.

Summary Narrative: Alley Cats is a lovely, well maintained place for the entire family to have fun. There are activities for everyone, and the staff is friendly, efficient, and helpful. There are programs suited to all age ranges and plenty of space for even large groups.

**Suggestions**

**What 2 things could be done to improve your experience:**

Summary Narrative: More instructions for the arcade games would help the older folks to figure out how to play too. It would have been nice to know which machines gave tokens and which did not. The prices seemed a little high on weekends, and it would have been nice to have some packages available to those individuals who wanted to use all areas of the facility and stay for the entire day or evening.

**Most Memorable**

**What will you remember most about your experience:**

Summary Narrative: I will remember watching my guest slither under the lazer beams in the Lazer Frenzy. It was also pretty funny when a young lady hit the jackpot and won so many tickets that she could not even hold them all. Watching her feed them to the Token Eater was also quite a production.

**Overall Competitive Comparison**

**100%** 4 of 4

**How do you rate this facility to others you have visited**

**4**

Summary Narrative: Alley Cats is cleaner and better maintained than the Brunswick we visited recently. There are more activities, a more energetic atmosphere, and better trained staff.

**Outstanding Team Member**

EMPLOYEE NAME:

**Kim Bowen**

TIME EVALUATED:

**10:00 PM**

SPECIFIC LOCATION:

**Snack Bar**

**Outstanding Team Member Narrative:**

Summary Narrative: Kim was friendly and helpful. She did everything she could to make sure we were able to order exactly what we liked and that we had everything we needed when we sat down to have our snack. She checked back with us several times and came by at the end to pick up our trays and trash.