

Communication: Please respect our communication preferences so we can best support you and our clients.

CALL 800-362-9946 OPTION 5 FOR URGENT ISSUES: This includes anything the day of the shop, while conducting & submitting the shop and any kind of **RESCHEDULE OR CANCEL** (any shop, anytime). This enables us to provide the fastest, most efficient support. We answer the phone **SEVEN DAYS A WEEK (including weekends & holidays) from 9am-11pm Eastern Time.**

Use Live Chat: Take advantage of the Live Chat feature on our website (once logged in) for urgent and non-urgent questions.

Please Don't Text: Although we use text messaging to reach you, please do NOT initiate contact with us via text. We receive them as an email with just a phone number and it is very time consuming to determine who they are from. Also, we have no history of the previous comments in the string. Please use Email and Live Chat for non-urgent issues and CALL for any urgent issues.

Overcommunicate: Due to the timely nature of our shops, we rely upon you to proactively keep us informed at all steps as to any updates, questions or issues. Also, please respond as promptly as possible to any contact we make.

The below information applies to ALL shops unless specified otherwise in the Assignment Instructions. Please DOWNLOAD and refer to the Assignment Instructions & Evaluation Checklist during your shop.

Conducting Shops:

Purpose: Clients want detailed observations as to many different aspects, not just customer service. Assignment instructions outline what is important on each shop. Be sure to review them in detail.

Calls: All phone calls should be conducted the 1-2 days before or the day of the shop. Be sure to **ask the employee their name** at the end of the call if they don't offer it or you cannot understand them.

Website: Be sure to evaluate the website of the location you are visiting and not our website. You must browse through the entire site and click on each menu option and visit each page.

Required Areas: If you cannot find a required area or it seems closed you must ask an employee where to find it or if it is open.

Employee Names: It's very important to capture names of all employees evaluated. If you cannot get the name from nametag, do NOT ask their name. Record detailed descriptions in your phone.

Interactions: You must have an **actual** conversation & ask 1-2 questions of ALL employees you evaluate. Do NOT just observe them! We suggest taking another adult and one person focuses on speaking to the employee & maintaining eye contact while the other reads the nametag. You may have to force an interaction.

Employee Knowledge: Ask **specific** questions to solicit a demonstration of knowledge. Some examples are: What are the toppings? What time does the facility close? How long is the ride? Where are the restrooms? Do NOT just wait for employee to demonstrate their knowledge. Don't ask too many questions and give away your identity, but don't ask just simple Yes/ No questions either. Plan out questions in advance.

Purchases: Purchase everything with a Credit/Debit card unless specified otherwise in the instructions. Unless specified in the instructions, all ticket/admission purchases must be made directly at the facility and NOT online. Always ask scheduler for permission for any coupons or specials.

Remain a Mystery: Never tell an employee or other guest you are a shopper or let them see you reviewing or taking notes. Do not take printed information, a notebook, clipboard, tablet or laptop into the facility. **Only take notes** using your phone and attempt to be as discreet as possible at all times while still capturing all required information.

Submitting Results:

Employee Interactions: Describe all conversations in detail starting with their greeting, the question you asked, their response and any closing comment (or explain there was none).

Receipts: Take one picture per receipt in bright light, with all corners visible from an extreme close-up, straight overhead angle.

Balanced Comments: Always strive to provide BOTH positive comments as to what was good and constructive feedback as to what could have been done better to improve the experience.

Value / Price: Only compare prices of food and merchandise with items at other entertainment venues/attractions.

Professionalism: Please use professional language in the report. Do not use slang or sarcasm and avoid assumptions. Also do not include comments about the form or process in the report. These types of comments need to be emailed to your scheduler.

Reporting Instructions and Tips

Be sure to read all instructions on the online evaluation form both at the top of each page and next to or below each question.

The report may include any/all of the following types of questions:

Yes/No: Yes No Explain ALL No answers in the appropriate box.

Employee Name: Can you provide this employee's name and are you 100% sure it's accurate? Select Below
EMPLOYEE NAME: (If NO NAME or NOT SURE LIST ALL the following: gender, race, age, height, hair color & style/length, weight & distinguishing features or clothing below.)

If you're not certain of the name, provide detailed description including ALL the following: gender, race, age(years), height, hair color & style/length & distinguishing features or clothing for all employees. Do NOT provide weight or build. Even if you hear their name or see it on the receipt a detailed description is still required.

Time: TIME EVALUATED: Choose Time
List the exact specific time you evaluated that area or employee. It is best to take notes on this while at the facility. Do not try to guess.

Location: SPECIFIC LOCATION:
List the specific name of the individual area or location at the facility. Use landmarks or descriptions if needed. Do not list the main facility name.

Scored Questions: Overall impression of conditions encountered Select Below
EXPLAIN your score for JUST the question directly above and ONLY that question in complete sentences.

May include 1-3, 0-4, 1-5, 1-10 or other options. Select the most appropriate response and if an explanation box appears below the question, provide SPECIFIC details that justify or explain your answer. Do NOT restate the answer, but elaborate on the facts that led you to choose this answer.

Narrative Boxes: EXPLAIN answers to ONLY the RED questions for just THIS section in complete sentences. Do NOT list question numbers. (If no questions turn RED leave blank).
DETAIL observations & interactions(start to finish) including specific QUESTION you asked & their RESPONSE for just this section in 6+ complete sentences. (Do NOT repeat from above).

Typically, each section will include TWO narrative boxes. Please only provide the appropriate comments in each specific box:

1. The first box (shown above in gray) is to explain all NO or negative response questions. Just provide specific factual observations to explain this answer.
2. The second box (shown above in white) is to provide a detailed summary of all other observations for that entire section. Tell the story of your observation, participation, transaction and interaction in this area or with this employee (include question asked and their response at all times).

Sample Narratives:

Many groups of questions include two different sections with specific questions about AREAS / LOCATIONS and then about EMPLOYEES.

Area/Locations/Attractions: These sections ask questions about observations such as cleanliness, ease of finding, safety, selection, etc. Focus on conditions and reactions versus stating what is available or where. The client knows what they have and where.
- **For example:** "The bathrooms were easy to locate since they were near the front. They were clean with adequate soap and toilet paper. The mirrors were smudge free and the counters were dry, clean and in good condition."
- **For example:** "The ride was easy to locate due to the large signs. There was no line and the area was clean and organized. It was visually appealing due to the bright colors and appeared to be well maintained."

Employees/Team Members: For ALL employee evaluation, we **ALWAYS** need ALL the following: Specific details as to what actual question you asked them and how they responded (every single interaction).
- **For example:** "I asked Bob what toppings came on the nachos and he listed them off to me."
Specific details as to the employee's greeting and closing (where applicable).
- **For example:** "As we approached, he smiled, made eye contact and said, 'Hello, how may I help you?' and, 'As he handed me change, he said, have a nice day.'"

Price/Value/Selection: All scoring and comments related to this in terms of food, retail and attractions must only be provided when asked for and must always be comparisons to other similar locations/attractions. DO NOT provide general comments about price, selection and value!

For help submitting use Live Chat or CALL 800-362-9946 option 4 (9am-11pm Eastern Time-7 days week)