




Delivery Mystery Shop Instructions

Thank you for completing a mystery shop for IntelliShop! Please read all items below before performing your shop and review the online form...be prepared!

You must purchase the correct type of pizza and take the correct pictures for us to accept this shop.

Shop Overview

For this shop, you will order your pizza **over the phone** and then have it **delivered** to you. You must call the location to place your order, and will evaluate the service you receive over the phone as well as when your pizza is delivered. If you cannot complete this shop exactly as assigned (i.e. phone delivery), then you must contact your scheduler **before** performing the shop. Please note that all carryout orders must be called-in; web-order carryout orders will be rejected.

You must be in the delivery area of the assigned location! In order to confirm that you live in the delivery area of the assigned location, click the [Find a Store](#) area of the Papa John's homepage, enter your address and click search, and you will see all nearby locations. If your assigned location is not listed with a  button, then you will **not** be able to perform this shop as assigned, and you must contact your scheduler ASAP.

You must order the correct pizza and take photos exactly as instructed below. You must order a 14-inch (large) original crust pizza with one or two of the approved toppings below. If you do not order a pizza with approved toppings, you will not be paid for this shop.

You must write the location ID and shop ID in the corner of the pizza box before you take the picture! This must be written with a black permanent marker. Please see the Required Photo section of these guidelines for example photos as well as detailed requirements.

In addition to the photo of the pizza, you must take a picture of the receipt and a box label (see the Required Photo section of these guidelines for example photos), and you will need to construct a **receipt form** (see page 4) that must be uploaded into the report. If you are not given a receipt, then you must ask for a copy.

This is the most important part of the shop: Photos must be 100% clear. If your photos are blurry or fuzzy, even when zoomed in, then we cannot use the report and you will not be paid. Photos cannot be discolored or dark, and there must not be shadows over the pizza. Photos must be taken from directly above the pizza. Take numerous photos of the pizza and receipt form.

You are required to watch a training video in the form before completing this shop!

Link to video: <http://view.vzaar.com/2185616/download>

Important Items to Note

You **cannot** request a specific delivery time or your report will be rejected. The receipts indicate if you do this and you will not be paid.

You must have the pizza delivered to your home or place of business. If you have the pizza delivered to a parking lot, we will not use your shop. This will identify you as a shopper immediately!

You may tip the delivery driver any amount, but you will only be reimbursed up to \$2 for the tip provided to the delivery driver.

Take your pictures of the pizza quickly after receiving the pizza. We cannot accept shops where the pizza looks like it has been sitting for a while. The pizza photo must be taken **before** you begin eating.

Remove any parmesan packets, red pepper packets, and seasoning packets from the box **if** they are laying on the pizza.

Photos must be 100% clear. If your photos are blurry or fuzzy, even when zoomed in, then we cannot use the report and you will not be paid. Photos cannot be discolored or dark, and there must not be shadows over the pizza.

Take **numerous photos** of the pizza and receipt form, and do **not** delete your photos until after you have been paid for your shop. At times, Papa John's will reject the photos that you provide (due to poor photo quality, etc.) and will request alternatives; these requests sometimes come a couple of weeks after the shop, at which point we will ask you to provide your alternative photos.

Top reasons shops are rejected

- **Poor Photo Quality:** Your photos are not 100% clear. The photos must be clear and not blurry or fuzzy (even if you zoom in). Your photos will be rejected if they are of poor quality. The lighting cannot be too dark or discolored. When in doubt, take extra photos!
- **Unapproved Toppings:** Toppings were ordered that were not in the below lists.
- **Incorrect Photo Angle:** Top view is not at a 90 degree angle. You need to stand and take the photo directly over the pizza in the box.
- **Slices Disturbed Prior to Taking Photo:** Slices have been cut prior to taking the top view photo. You must not do anything with the slices prior to taking this photo.
- **Inaccurate Receipt Form:** The items in the receipt form do not match up with what is in the report.
- **Specific Delivery Time Requested:** You request a specific delivery time or ask for the pizza to be ready at a certain time. No delayed orders are allowed!
- **The pizza is delivered to a parking lot.**
- **Failure to remove obstructions:** Parmesan packets, red pepper packets, and seasoning packets need to be removed from the box IF they are laying on the pizza

What to Order

- 14-inch/large pizza
- Original crust, original sauce, normal cut
- You can order any of the following pizzas:

One Topping Pizza	Two Topping Pizza
o Canadian Bacon (looks like diced ham)	o Bacon and Ham
o Green Pepper	o Bacon and Pepperoni
o Ham	o Bacon and Sausage (can be Italian Sausage)
o Italian Sausage	o Green Pepper and Onion (not red onion)
o Mushrooms	o Green Pepper and Pepperoni
o Pepperoni	o Green Pepper and Sausage (can be Italian Sausage)
o Sausage	o Mushroom and Ham
o Tomato	o Mushroom and Sausage (can be Italian Sausage)
	o Mushrooms and Onion (not red onion)
	o Mushrooms and Pepperoni
	o Onion (not red onion) and Ham
	o Onion (not red onion) and Pepperoni
	o Onion (not red onion) and Sausage (can be Italian Sausage)
	o Tomato and Ham
	o Tomato and Mushroom
	o Tomato and Onion (not red onion)
	o Tomato and Pepperoni
	o Tomato and Sausage (can be Italian Sausage)

- You **CANNOT** order the following:
 - o Double toppings (i.e. double pepperoni)
 - o Pizza with half toppings (half pepperoni/half sausage)
 - o Extra cheese, light cheese, or no cheese
 - o Extra sauce, light sauce, or no sauce
 - o Large Pinched Italian Sausage
 - o Red onions

- A well-done, or lightly cooked, pizza
- Three-cheese blend, parmesan cheese, or provolone cheese
- Special sauces (i.e. Ranch or BBQ)
- Square cut (Chicago-cut pizza)

Required photos

There are **two** required photos for this shop:

1. Top View of the pizza
2. Receipt Form (includes receipt and box label) (on page 4)

Photos must be clear and have a resolution of **at least** 640 pixels wide by 480 pixels high. Do **not** upload PDFs.

The photo of the pizza must include the mystery shop ID# as well as the location's store ID#. These ID numbers can be found on your shopper log. The below example directs you where to find this:

Status	Actions	Shop / Due Date	Survey Submit Date	Don't Shop Before	Company Survey Location	Shop Fees	Shop Rtg	Reviewer Comments
Active		Shop Due Start 1 1 09 End 12 31 15			Papa John's			
								GO 5 of 40502 shops found
INCOMPLETE	*Guidelines	Due: 05/27/14 Due: 05/15/14	05/27/14 05/15/14	05/15/14	Papa John's -Snapshot Carryout Macedonia, OH (1111) 746 Aurora Road Macedonia, OH Directions	Shop Fee: \$0.00		
# 1234567	1. Mystery Shop ID#					2. Store ID#		

Required photos...Must be 100% perfect!

All photos must be 100% clear; not blurry or fuzzy (even if you zoom in). Your photos will be rejected if they are of poor quality. The lighting cannot be too dark or discolored.

Top View Photo

1. **Top view:** Put the camera directly over the pizza and take a picture (literally stand directly over the top of the pizza and take a photo). Get as close as possible to the pizza, while capturing the entire pizza box base. Photo should be taken at a 90 degree angle. Nothing in the pizza photo should be cut off or we cannot use it!

You must write the location ID and shop ID in the corner of the pizza box or on a small piece of paper next to the pizza **before** you take the picture! This must be written with a black permanent marker.

ACCEPTABLE Top View Examples:



UNACCEPTABLE Top View Examples:



Incorrect angle (camera should be directly above the pizza).



Two sides of the pizza are excluded from the photo.



Too dark and unclear



Too pixelated and unclear

Receipt Form

Everything in the evaluation must match this receipt form!

2. Receipt form: The following receipt form must be filled out and uploaded to your report (as a picture image). Print out the form, fill out the required information, take a picture and upload.

Receipt Form

<p>Place Labels and Receipts Here</p> <p>Attach any pizza box labels or receipts that came with your order</p>	<p>Please use check marks indicating the toppings ordered</p> <p><input type="checkbox"/> Pepperoni <input type="checkbox"/> Green Pepper</p> <p><input type="checkbox"/> Sausage <input type="checkbox"/> Onion</p> <p><input type="checkbox"/> Bacon <input type="checkbox"/> Mushroom</p> <p><input type="checkbox"/> Ham <input type="checkbox"/> Tomato</p> <p><input type="checkbox"/> Italian Sausage</p>
	Job ID
	Store Number
	Pizza Size
	<p>Circle the one that applies to order</p> <p>Delivery Carryout</p>
	<p>Order Time</p> <p>Use watch or clock to record time</p>
	<p>Delivery or Pick Up Time</p> <p>Not the same as order time; use clock or watch to record time</p>
	<p>Order Number</p> <p>This is the 8-digit number on the bottom left corner of the box label. Example: 0409/0001</p>
	Total Price on Label or Receipt

Example of filled out Receipt Form

Receipt Form

Place Labels and Receipt Here:
Attach any labels or receipts that came with your order

17571715-1012 Carole Johnson Sector

10545 SHORE POINT LN

10545 Shore Point Ln,
Your pizza experience managed by Bradie

Sub-Total: 18.99
Disc/Coup: 1.99
Delivery Fee: 2.00
Sales Tax: 1.44

03:59 pm 7459 AMEX
0526/0019 1 Label(s) **\$ 15.44**

Please use check marks indicating the toppings ordered

<input checked="" type="checkbox"/> Pepperoni	<input type="checkbox"/> Onion
<input checked="" type="checkbox"/> Sausage	<input checked="" type="checkbox"/> Mushrooms
<input type="checkbox"/> Ham	<input type="checkbox"/> Bacon
<input type="checkbox"/> Italian Sausage	
<input type="checkbox"/> Green Pepper	

PD 0526/0019

14" Original
+Sausage
+Mushrooms
+Garlic Cup
+Pepperoncini Pepp

1 of 1

ob ID **11397817**

Store Number **03410**

Pizza Size: **large**

Circle the one that applies to order:
DELIVERY CARRYOUT

Order Time:
Use watch or clock to record time
3:58

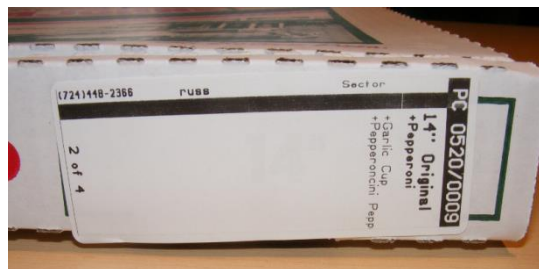
Delivery or Pick Up Time:
This is not the same as order time, use watch or clock to record time
4:44

Order Number
This is the 8-digit number on the bottom left corner of the box label. Example: 0409/0001
0526/0019

Total Price on Label or Receipt:
\$15.44

Example of receipt and box labels to include in the Receipt Form

Pizza box label: The pizza box label contains details of the pizza that was ordered.



Receipt: There are two possible types of receipts that you will be provided; either one is acceptable. The first example shown below should be used the majority of the time. The receipt will list the payment information, including the total purchase amount.



Submitting Shop and Payments

- Reports are due no later than 12 hours after you complete the shop.
- For payment information, please visit our "FAQ's" at <http://www.intelli-shop.com/fag>. If you still have questions, please email the scheduler for this assignment.