



Guest Standards Mystery Shop Guidelines

Overview

For this shop you will be evaluating the following:

1. Menu board (interior and exterior)
2. Burger, fry and drink (**cup of water is acceptable**).
3. Associate interaction
4. Cleanliness (restroom and exterior included) This mystery shop is very short, quick, and easy. There are no narratives, a handful of YES/NO questions, and a few photos required. Please fill out your report as you proceed through the shop, and submit the report as soon as you are finished with the shop. Unless conditions prevent it (e.g. poor cellular service/internet connection), we would like you to submit the report within **60 minutes** of your experience.

Key Reminders

1. You must perform the shop on your assigned day during the assigned time.
 - a. To see which scenario, you are assigned, check the Shop Comments in your Shop Log.
 - i. **Breakfast:** 6:00am-10:59am
 - ii. **Lunch:** 11:00am-2:00pm
 - iii. **Dinner:** 4:00pm-8:59pm
 - iv. **Late-Night:** 9:00pm-5:59am
2. You must purchase an approved burger and fries (not curly) and a drink (you can order water if you would like) *regardless of time of day*, at the *drive-thru*, but you still need to go into the building to collect an image of the dining room (provided it is open, and safe to visit) menu-board, as well as the bathroom. If your location does not have a drive-thru, or if you did not drive to the location, please make a purchase inside. If you do purchase inside, you will not be handed a straw or napkin and must check if they are available in the self-serve station, giving credit if they are available.
 - a. You must select a burger from any of the following items (Jr. Jumbo Jack in **not** allowed)
 - I. Double Jack
 - II. Jumbo Jack
 - III. Jumbo Jack Cheeseburger
 - V. Classic Buttery Jack
 - VI. Sourdough Jack
 - VII. Spicy Siracha
3. You must take pictures in Landscape right mode (see example below).
 - a. Exterior menu board
 - b. Burger and French Fries (in one image - *unwrapped*)
 - c. Restroom
 - d. Interior menu board (Don't worry if you get caught, it is **ok**. If you need an excuse, tell them you need it for future reference for your family)
 - e. Store front/exterior (please focus on any issues you encounter in the exterior, such as open dumpsters).
4. **Photo Examples:** Landscape Right oriented images of your burger and fries (unwrapped) together in one image, interior and exterior menu board, restroom, and exterior of the restaurant.

