



Mystery Shopper Evaluation

**Attraction & Restaurant
Sample Completed Evaluation**

Visit#: 123456*fc2071004
 Shopper#: 123456
 Visit Date: Saturday, July 10, 2004
 Weather Conditions: Warm and Sunny
 Shopper's Gender / Age: Male / 32

Shopper's Occupation: Remote Sales
 Shopper's Home: Sample
 Other Guests' Ages: 30, 6, 4
 Time Arrived: 12:00 pm
 Time Departed: 4:00 pm

Scoring Key:
 Yes / No = 1 point
 0-4 = 4 pts (0-Low / 4-High)
 N/A = 0 pts

Total Score: 93%

Facility 100% 10 of 10

- Facility was clearly marked and easy to locate
- Parking lot was organized and clean of trash, etc. (ns)
- Buildings / structures were attractive & in good repair
- Park grounds were attractive and nicely landscaped
- Seating was available and adequate
- Temperature inside the facility was appropriate
- Outside lighting was adequate (if applicable)
- Background music was appropriate & at reasonable volume
- Pay phones were in good repair / working properly
- Trash containers were available and not overflowing
- ATM machines were available and easy to find

Facility Narrative:

There were signs leading into the facility. The location was very easy to locate. The grounds were very clean and well kept. The parking lot was very clean. It was very warm outside, which made the air conditioning inside great. The ATM machine was just inside the front door, next to the working pay phone. There was music playing low in the background. The trashcans were being emptied throughout my visit.

Restrooms 100% 8 of 8

- Yes Locations were clearly marked and easy to find **Yes**
- Yes TIME EVALUATED: **4:48 pm**
- Yes An adequate number were available **Yes**
- Yes Were clear of water and trash **Yes**
- Yes Were well stocked with adequate supplies **Yes**
- Yes Were pleasant smelling **Yes**
- N/A Were in good repair and working correctly **Yes**
- Yes Trash containers were available and not overflowing **Yes**
- Yes Restroom cleaning checklist was completed in last hour **Yes**

Restrooms Narrative:

The women's restroom was very clean and fully stocked. The trashcans had some trash but were not overflowing. The stalls were all in good working order. There were not offensive odors noticed.

Ticket Sales 100% 3 of 3

- Area was clearly marked and easy to locate **Yes**
- Any lines were organized and moved quickly **Yes**
- Prices were clearly posted and easy to understand **Yes**

Ticket Sales Narrative:

The ticket sales area was the first thing seen as you came through the front door. The description and pricing of the all-day pass were posted on the counter.

Ticket Sales Team Member

100% 15 of 15

Was in uniform, neatly groomed and wearing nametag **Yes**
 EMPLOYEE NAME: **Rachel Harkins**
 TIME EVALUATED: **3:59 pm**
 Greeted you pleasantly **4**
 Smiled and made eye contact **4**
 Demonstrated knowledge of facility **Yes**
 Handled transaction efficiently and correctly **Yes**
 Thanked you and / or provided a pleasant closing **4**

Ticket Sales Team Member Narrative:

Rachel Harkins was the only ticket seller working this evening. She asked how she could help me when I approached. I explained that I needed to purchase tickets. She suggested the all day pass and explained that it came with \$7.00 credit to play games that issued tickets as a prize. It would cover the large attractions and provided unlimited time on the regular arcade games that did not provide tickets. The transaction of the all day pass was completed without error. She stated to hold onto my receipt, if could be replaced if the card was lost. She also explained that I could bring the card itself back with me and not have to purchase another card (this was not the pass just the card itself, the pass was only good for the current day.)

Main Restaurant

100% 9 of 9

Area was clearly marked and easy to locate **Yes**
 TIME EVALUATED: **5:40 pm**
 Amount of time you waited to be seated **Yes**
 Menu & prices were clearly posted / easy to understand **Yes**
 Payment options were clearly posted **Yes**
 The menu offered a wide variety of items **Yes**
 The restaurant had a pleasant ambiance **Yes**
 Background music was appropriate & at reasonable volume **Yes**
 Temperature inside the facility was appropriate **Yes**
 Seating was comfortable and in good condition **Yes**

Main Restaurant Narrative:

The restaurant had a very relaxing ambiance: the lit candles on each table were a great touch. The menu covered a huge variety of items available. The music could be heard but was low enough that it was not a problem to carry on a conversation. The booths were spacious. The menu and prices were very easy to understand.

Restaurant Host / Hostess

88% 14 of 16

Was well groomed/ had professional appearance **Yes**
 EMPLOYEE NAME: **Diane**
 Smiled and made eye contact **Yes**
 Greeted you pleasantly **4**
 Notified you of any estimated wait time **No**
 Handled waiting guests efficiently **Yes**
 Answered your questions adequately **Yes**
 Demonstrated knowledge of facility **Yes**
 Was efficient and helpful **Yes**
 Spoke to you as you were led to your table **Yes**
 Provided a pleasant closing **3**

Restaurant Host / Hostess Narrative:

Diane immediately greeted me as I entered the restaurant Restaurant. There was not a wait and I was immediately seated. She asked on the way to the table if a corner booth was all right. The table was relatively close to the door, so time did not allow for extensive small talk. She gave me a menu and said to enjoy my meal.

Restaurant Server

100% 20 of 20

Was in uniform, neatly groomed and wearing nametag **Yes**
 EMPLOYEE NAME: **Amber**
 Smiled and made eye contact **Yes**
 Greeted you pleasantly **4**
 Demonstrated knowledge of menu **Yes**
 Made suggestions **Yes**
 Answered your questions adequately **Yes**
 Was efficient and helpful **4**
 Handled your needs efficiently and adequately **Yes**
 Checked back on your table frequently **Yes**
 Thanked you and / or provided a pleasant closing **4**

Restaurant Server Narrative:

Amber immediately came to the table and welcomed me to the restaurant. She told me the specials of the day and asked if I would like to begin with a drink. She returned quickly and took my order. She brought rolls while I was waiting on the entree. She explained which type of butter was on each side of the rolls. The food arrived quickly and Amber checked back with me 3 times during my meal, bringing drink refills just before they were needed. Amber provided great service during this meal visit.

Restaurant Food **100%** 17 of 17

- Food was prepared according to order **Yes**
- Food appeared appetizing **Yes**
- Food temperature was correct **Yes**
- Portion size was appropriate for price **4**
- Food was prepared well and seasoned appropriately **Yes**
- Ingredients were fresh and of high quality **Yes**
- Food tasted appealing **4**
- Overall value for price paid **4**

Food Narrative:

The food arrived quickly. The items were exactly as ordered and hot. The food was the best that I have eaten in a restaurant in a long time. The portions were large and seasoned perfectly.

Food Ordered

Food Ordered:

3 vegetable plate (coutry style green beans/ steamed broccoli/ baked potato, 1 grill cheese, fries, root beer, mountain dew

Restaurant Restrooms **100%** 8 of 8

- Were clearly marked and easy to locate **Yes**
- TIME EVALUATED: **5:46pm**
- An adequate number were available **Yes**
- 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 not overflowing **Yes**
- Restroom cleaning checklist was completed in last hour **Yes**

Restrooms Narrative:

The restrooms were clean and well stocked. The restroom was in proper working order. The trashcans were not overflowing. There were no noticeable odors.

Children's Play Area **88%** 7 of 8

- Area was clearly marked and easy to locate **Yes**
- Any rules or regulations were clearly listed **Yes**
- TIME EVALUATED: **5:18 pm**
- Area was clean and free of trash **Yes**
- Area was safe and suitable for toddlers **Yes**
- Entertainment value compared with price paid **3**

Children's Play Area Narrative:

The Foam facility provided a great place for smaller children. My son is older, so I observed the interactions with alternate customers. The height requirements are clearly marked and a closed gate door keeps the little ones from "escaping", which I thought was great.

Children's Area Team Member **78%** 7 of 9

- Was in uniform, neatly groomed and wearing nametag **Yes**
- EMPLOYEE NAME: **see narrative**
- Smiled and made eye contact **3**
- Greeted you pleasantly **3**
- Checked to be sure all participants had paid **Yes**
- Allowed an appropriate number or children into the area **Yes**
- Worked well with children **4**
- Carefully monitored the children in the play area **Yes**
- Thanked you and / or provided a pleasant closing **3**

Children's Area Team Member Narrative:

The Foam facility worker's nametag was seen but had stickers on it and the name could not be made out. She was late teens, red hair, 5'6, no glasses. She was nice and opened the door for the children. While the children were playing she sat on the inflated slide and made sure that the children did not jump down the slide. She seemed concerned for the kids' safety.

Go-Kart Track

85% 11 of 13

Area was clearly marked and easy to locate
Any rules or regulations were clearly listed

Yes
Yes

TIME EVALUATED:

6:50 PM

Area was clean and free of trash
Any lines were organized and moved quickly
Any instructions were given slowly and clearly
Attraction was fun to participate in
Overall value for price paid

Yes
Yes
Yes
3
3

Go-Kart Track Narrative:

The go-cart track had height requirements clearly marked. The workers checked the height of the riders prior to allowing them to swipe their cards. The under height riders were made to ride double with a person who had accompanied them to the go carts but were only made to swipe their card once. The instructions were given once all riders were safely buckled in and ready to ride.

Go-Kart Track Team Member

85% 17 of 20

Was in uniform, neatly groomed and wearing nametag
EMPLOYEE NAME:

Yes
Matthew Cahone

Smiled and made eye contact
Greeted you pleasantly
Checked to be sure all participants had paid
Checked height of any smaller children
Team member worked attraction safely and efficiently
Was pleasant and courteous
Thanked you and / or provided a pleasant closing

3
3
Yes
Yes
Yes
4
3

Go-Kart Track Team Member Narrative:

Matthew Cahone was very efficient. After all riders' heights had been checked, he closed the gates. He then checked the riders' seat belts for safety, walked to the front of all of the cars and riders. He explained the rules that were to be followed in the go-carts. He was easy to understand but it was understood that the rules would not be broken. He then let the cars get started and the kids have fun

Carousel

83% 10 of 12

Area was clearly marked and easy to locate
TIME EVALUATED:

Yes
7:09 pm

Any height requirements / health risks were listed
Area was clean and free of trash
Any lines were organized and moved quickly
Attraction was fun to participate in
Overall value for price paid

Yes
Yes
Yes
3
3

Carousel Narrative:

The carousel mirrors on the inside of the ride were very clean and were providing extra excitement for the kids riding. The height requirements were clearly marked on the outside of the ride. The attraction was very clean.

Carousel Team Member

100% 20 of 20

Was in uniform, neatly groomed and wearing nametag
EMPLOYEE NAME:

Yes
Braxton Dale

Smiled and made eye contact
Greeted you pleasantly
Checked for wrist bands or ride passes for all guests
Checked height of any smaller children
Team member worked attraction safely and efficiently
Was friendly and helpful
Thanked you and / or provided a pleasant closing

4
4
Yes
Yes
Yes
4
4

Carousel Team Member Narrative:

Braxton Dale was in charge of the carousel ride. He spoke to each parent as we came up and then he spoke to the children who were going to ride as well. He made a point to let them know that he was interested in their fun and not only speaking with the parents. I seemed as if he was having as much fun as the children themselves.

Miniature Golf

100% 14 of 14

Area was clearly marked and easy to locate

SPECIFIC LOCATION:

TIME EVALUATED:

Area was clean and free of trash

Any lines were organized and moved quickly

Prices and rules were clearly posted/easy to understand

Trash containers were available and not overflowing

Course was well themed and in good condition

Course was fun to play / appropriate level of difficulty

Overall value for price paid

Miniature Golf Narrative:

The miniature golf course was easily navigated and well marked. There were not any lines and only one other set of customers playing at the time I enjoyed this attraction. The prices were posted and easily understood. The course was in good condition.

Yes

Inside

7:22 pm

Yes

Yes

Yes

Yes

Yes

4

4

Batting Cages

100% 5 of 5

Area was clearly marked and easy to locate

TIME EVALUATED:

Area was clean and free of trash

Any lines were organized and moved quickly

Prices and rules were clearly posted/easy to understand

Games were functioning correctly

Overall entertainment value of attraction

Pitches were appropriate for price charged

Batting Cages Narrative:

The batting cages were all locked. There were no helmets or bats seen at all. The weather service had been calling for a severe storm and this attraction was not open.

Yes

7:54 pm

Yes

N/A

Yes

N/A

N/A

N/A

Bowling Area

88% 14 of 16

Area was easy to locate

TIME EVALUATED:

Area was clean and free of trash

Any lines were organized and moved quickly

Prices and rules clearly listed & easy to understand

How long did you wait for an open lane

An adequate number of shoes were available for rent

Shoes were well maintained and in good condition

Lanes were well maintained and functioning correctly

Scorekeeping machine was easy to use / working correctly

Attraction was fun to participate in

Overall entertainment value of attraction

Bowling Narrative:

The bowling area was clean and lanes were all in working condition when I arrived. Shoes and lanes were available when I arrived, there was no wait time. There was a handwritten sign posted on the counter that The facility was currently out of socks, you must provide your own in order to bowl. The lane that I was on broken during the game and I was quickly moved to an alternate lane and I overheard the worker calling maintenance to repair the lane.

Yes

6:17 pm

Yes

Yes

Yes

0:00

Yes

Yes

Yes

Yes

3

3

Bowling Team Member

100% 16 of 16

Was in uniform, neatly groomed and wearing nametag

EMPLOYEE NAME:

Greeted you pleasantly and made eye contact

Demonstrated knowledge of prices & game information

Handled transaction correctly

Was efficient and helpful

Projected a friendly and positive attitude

Thanked you and / or provided a pleasant closing

Bowling Team Member Narrative:

Daniel was the associate who was working in the bowling area when I arrived. He immediately provided us with shoes and gave us a lane. During the game our lane hung up. Upon request Daniel reset the lane and said that he was sorry for the problem. Daniel came back by after the next frame to check on the lane. Right before the end of the game the lane hung up again. Daniel came to reset it again for me, however, this time it would not reset. He asked if I would mind moving to the next lane over and he would reset the frame so it would not penalize my score. Daniel immediately went to the desk and got the lanes changed for me and was heard calling for maintenance to repair lane #9.

Yes

Daniel

4

Yes

Yes

Yes

4

4

Laser Tag Attraction

85% 11 of 13

Area was clearly marked and easy to locate

Yes

TIME EVALUATED:

4:05 pm

Any rules or regulations were clearly listed

Yes

Area was clean and free of trash

Yes

Any lines were organized and moved quickly

Yes

Any instructions were easy to understand and helpful

Yes

Attraction was fun to participate in

3

Overall entertainment value of attraction

3

Laser Tag Narrative:

The laser tag area was easy to locate. The area was very clean and organized with cards for future games. The rules were given to us prior to the beginning of the game.

Laser Tag Team Member

79% 15 of 19

Was in uniform, neatly groomed and wearing nametag

Yes

EMPLOYEE NAME:

Clay

Greeted you pleasantly

3

Smiled and made eye contact

3

Checked for wrist bands or ride passes for all guests

Yes

Team member worked attraction safely and efficiently

Yes

Was friendly and helpful

3

Thanked you and / or provided a pleasant closing

3

Laser Tag Team Member Narrative:

Clay was the associate who was working in the Laser Tag area this evening. After entering we sat down and he explained how the laser tag game would work and what to do. He also explained that it is their policy that if any rules are broken you will not be allowed to play again. He asked if anyone had any questions, no one did, and he allowed us to go in and begin our game.

Billiards Area

85% 11 of 13

Area was clearly marked and easy to locate

Yes

Area was clean and free of trash

Yes

TIME EVALUATED:

7:57 pm

Tables were clean and in good condition

Yes

Equipment was well maintained and in good condition

Yes

Seating was available and adequate

Yes

Area was fun and appealing

3

Entertainment value compared with price paid

3

Billiards Area Narrative:

The billiard tables were clean and in good condition. There was plenty of seating available. The equipment was in good condition.

Billiards Area Team Member

100% 16 of 16

Was in uniform, neatly groomed and wearing nametag

Yes

EMPLOYEE NAME:

Daniel

Greeted you pleasantly and made eye contact

4

Demonstrated knowledge of prices & game information

Yes

Handled transaction correctly

Yes

Was efficient and helpful

Yes

Projected a friendly and positive attitude

4

Thanked you and / or provided a pleasant closing

4

Billiards Area Team Member Narrative:

Daniel assisted me with the billiards. He pointed me towards a free table after processing my card. He stated that if I needed him for anything that he would be at the desk.

Snack Shack

100% 9 of 9

Area was clearly marked and easy to locate

TIME EVALUATED:

Any lines were organized and moved quickly

Menu & prices were clearly posted / easy to understand

Payment options were clearly posted

Food preparation areas were clean and free of trash

Food preparation team members were efficient and safe

Condiment / drink area was clean and well-stocked

Adequate eating areas/tables were available and clean

Trash containers were available and not overflowing

Snack Shack Narrative:

The Snack Shack was easy to locate. The menu items and prices were posted and easily understood. The Snack Shack was very clean and condiment area was fully stocked.

Snack Shack Team Member

100% 23 of 23

Was in uniform, neatly groomed and wearing nametag

EMPLOYEE NAME:

Greeted you pleasantly

Smiled and made eye contact

Demonstrated knowledge of menu

Asked if you needed anything else or made suggestions

Was efficient and helpful

Handled transaction efficiently and correctly

Repeated order back to you

Gave you correct change

Directed you to the condiment and drink area

Thanked you and / or provided a pleasant closing

Snack Shack Team Member Narrative:

Tara Duvall assisted me at the Snack Shack. She explained that they were currently out of cinnamon pecans but offered almonds instead. She explained that the pecans were on order but had not yet arrived and they were also getting cashews in the next few weeks. She also stated that the ice cream was great. She completed my purchase of ice cream and drink without error. She thanked me and again apologized for not having the pecans.

Yes
4:29 pm
Yes
Yes
Yes
Yes
Yes
Yes
Yes
Yes

Snack Shack Food

100% 17 of 17

Food was prepared according to order

Food appeared appetizing

Food temperature was correct

Portion size was appropriate for price

Food was prepared well and seasoned appropriately

Ingredients were fresh and of high quality

Food tasted appealing

Overall value for price paid

Food Narrative:

The ice cream was wonderful. The amount of ice cream received was huge. The ice cream and drink were a great value.

Yes
Yes
Yes
4
Yes
Yes
4
4

Food Ordered

Food Ordered:

1 vanilla ice cream, 1 mountain dew

Yes
Tara Duvall
4
4
Yes
Yes
4
Yes
Yes
Yes
Yes
4

Arcade Area

100% 8 of 8

Area was clearly marked and easy to locate

TIME EVALUATED:

A large variety of games were available

Area was clean and free of trash

All games were clean and in good condition

Games were functioning correctly

Games were dispensing a fair number of tickets

Prices and rules were clearly posted/easy to understand

Game cards were easy to acquire / recharge

Arcade Area Narrative:

The arcade area is extensive. The game prices are clearly marked and recharge areas can be found all over the facility. Most games were working, only 2 were seen not working: the simulation 2 rider game and the Artic Thunder game. The games that gave tickets gave a fair number of tickets to the winner. The great thing about the arcade area is you can stop and play a game at any time, even on the way to the next large attraction.

Yes
4:34 pm
Yes
Yes
Yes
Yes
Yes
Yes
Yes

Prize Center

90% 9 of 10

Area was clearly marked and easy to locate

Yes

TIME EVALUATED:

5:02 pm

Ticket counting machines were easy to locate

Yes

Ticket counting machines were easy to use

Yes

Prizes were organized/ attractively displayed

Yes

Prizes were in adequate supply/ well stocked

Yes

Prizes were of good quality

3

Prize point levels / amounts were clearly labeled

Yes

Prize Center Narrative:

The prize center was well marked and easy to locate. There were ticket-counting machines located in various areas of the arcade games. The lines at the ticket counters were long but moved at a steady pace. The prizes at the prize center were clearly marked, fully stocked and organized. The prizes were of good quality.

Prize Center Team Member

91% 20 of 22

Was in uniform, neatly groomed and wearing nametag

Yes

EMPLOYEE NAME:

Jamie

Greeted you pleasantly

3

Smiled and made eye contact

4

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

3

Thanked you and / or provided a pleasant closing

4

Prize Center Team Member Narrative:

Jamie was the associate that was working the prize counter when I approached. She smiled in greeting when my turn was next. She asked for my ticket slip, told me the number of tickets that I could use and showed me the area to look in. After I had my choices made, she scanned the items behind the counter and placed them in a bag for me. She said that it would be easier for me to carry them in a bag. She said thanks and to enjoy the rest of my evening.

Management

88% 7 of 8

Management was visible/ seen throughout facility

Yes

Management was easily identified

Yes

Adequate staffing levels were seen throughout facility

Yes

EMPLOYEE NAME:

see narrative

TIME EVALUATED:

4:57 pm

SPECIFIC LOCATION:

arcade area

Was well groomed/ had professional appearance

Yes

Projected a friendly and professional attitude

3

Was helpful and attentive to staff

N/A

Management Narrative:

There was a manager seen this evening while I was at the facility. He was speaking with a fellow customer. By the time that I was close enough to speak he walked away with the customer. He was not seen again. He was about 5'9, dark short hair, glasses.

Overall

92% 23 of 25

Overall impression of facility personnel

4

Overall impression of facility conditions

4

Overall impression of rides / attractions

4

Overall impression of arcades / prize centers

3

Overall impression of food service

4

Overall impression of prices / value for money

3

Would you return to facility based on this experience

Yes

Overall Narrative:

This visit to The facility was wonderful. The staff members were all helpful and polite. All staff members were knowledgeable on the services offered and the attractions themselves. The facility allowed my son and I to have a great family oriented day. I like the fact the facility is a safe environment, with a police officer on the premises. The facility is wonderfully priced for all of the things you get to participate in. I will return to the facility and recommend it to anyone who wants a wholesome family fun adventure.

Suggestions

What 2 things could be done to improve your experience:

The entire experience this evening was wonderful. The only thing that I would have changed is that I would have enjoyed participating in the batting cages. We like to be able to say we try everything. However, it is understandable, with the possibility of severe storms that it would be a risk to have them open. This is not something that the facility could have any control over.

Most Memorable

What will you remember most about your visit:

I will remember how friendly and polite all staff members encountered were. I will also remember how much fun the attractions were.

Outstanding Team Member

EMPLOYEE NAME:

Daniel

TIME EVALUATED:

6:17 pm

SPECIFIC LOCATION:

bowling

Outstanding Team Member Narrative:

Daniel was pleasant when he originally provided shoes and a lane for me. There were problems with the lane that I was using, beyond anyone's control. Daniel fixed the problem once and then came back by to check on me, which was very nice. The lane stopped again and Daniel immediately suggested that I move to an alternate lane. Daniel was very nice while I was at the bowling attraction. He was knowledgeable on the lanes themselves but moved me to save me any more lost playing time. He was overheard calling the maintenance department immediately so the lane would not be down an extended period of time. I feel that Daniel went above the call of duty when he came back by to check on me when there was not a problem.