Mystery Shop
Guidelines & Client Requirements
Updated: 8/31/18
AMC Theatres--Alcohol ID Checks

Confere does not pay for assignments that are not conducted according to these guidelines. Guidelines and client requirements must be followed carefully while performing and reporting your mystery shop assignment.

Preparation:

Location Preparation
- Location configurations vary. Check your shop log to be sure you understand the type of theatre you have been assigned to visit (Traditional, Fork & Screen Dine-In theatres, Cinema Suites Dine-In theatres, etc.)
- Movie tickets can be purchased at the time of the shop visit or in advance online. **NOTE:** If you are assigned a location that has Dine-In auditoriums and you were assigned two (2) evaluations for your shop, you will need to purchase a ticket for a movie that is currently showing in a theatre that has this Dine-In/alcohol option. These theatres are called Fork & Screen or Cinema Suites. If you do not purchase this type of ticket, you will not be admitted into the Dine-In auditorium and your shop will not be accepted. Please be aware of the type of shop you are assigned. You need to ask, “which movie has a dine in theatre”. A ticket for a theatre without a dine in theatre will not be accepted.
- Do not use gift cards to conduct this assignment.
- Prior to conducting the shop, please call the theatre on the day of your shop to verify the bar hours of operation. Most Dine-In theatre bars open with the first show of the day, or by noon, depending on location. Remaining alcohol locations typically open the bar/cafe at or around 5pm, and have various closing times depending on location. Please be sure to ask the employees name to verify the information received.
- Please do not write on any receipts or movie ticket stubs. Both validation documents are visible to our client. No hand writing of any type should be visible.

Shopper Preparation
- You must be between 21 and 28 years of age. **(please note-there are exceptions when the client will allow shoppers up to age 35)**
- You are to place an order for an alcoholic beverage.
- You may only show your ID at the box office or for the ticket taker, if required, to obtain entrance to an R-rated movie. If you do not choose an R-rated movie, you will not need to show ID at the box office.
- **NEVER SHOW ID DURING THE ALCOHOLIC BEVERAGE PURCHASE PROCESS.** DO NOT SHOW YOUR ID WHEN MAKING ANY OTHER PURCHASES.
- **NEVER SAY YOU LOST YOUR ID IN THE THEATRE.** Simply state you don’t seem to have it, or you “…forgot it at home” or “…left it in the car.”
- If you are with a friend, you must approach the bar and conduct this portion of the shop alone. This is an important part of the process, as we do not want the bartender or server to presume your age based on your friend’s age, or allow you to drink based on your friend having ID.
- If you have a guest or friend with you while conducting a shop in a Fork & Screen or Cinema Suites auditorium, please do not have them present while you conduct this portion of the shop. Any receipts submitted must be for your required/allowed purchases. If your guest’s food and/or beverage are submitted on your receipt, your shop will not be accepted, and you will not be paid for your shop.
- If you are denied alcoholic beverage service, order a non-alcoholic beverage (bottled water, soda, shake, etc.). If the bar does not have a non-alcoholic alternative, then you may order one at the concession stand, if applicable, up to the approved reimbursement amount.
- *******VERY IMPORTANT!!!!!** If the bar appears or is closed, YOU MUST ask to speak to the theatre manager. They can serve your beer or wine. **This is a client requirement for the theatre managers, so please ask to speak to the manager.** One they arrive, please ask if they will serve you beer or wine. In the rare event a manager is not there, obtain the name of the employee who told you this information. In this situation, you must visit the bar AFTER the movie has ended. The client has access to video footage so please follow this outline. The bar may be open and an attempt must be made. **YOU MUST ASK THE MANAGER THEIR NAME!! You are required to submit this first and last name on your report. If the bar is closed and you do not submit the name of the manager, your shop will not be accepted.**
- If this is a two part shop (bar and auditorium purchase) and an employee instructs you to order your alcohol beverage from inside the theatre, please be sure to visit the bar AFTER the movie and follow the guidelines for an alcohol purchase. We need both areas assessed by an attempted purchase. Look at your online survey or ask your scheduler to determine whether one or two alcohol checks are needed!!!

### Days, Dates and Times to Shop:

See your shopper log for the dates and times you accepted:

1. Allowed date range
2. Weekday or weekend
3. Before 4 pm or after 4 pm

### Validation Requirement and Reimbursement Allowance:

**If you are not asked for ID:**

1. Movie ticket purchase receipt, up to $15*
2. One alcoholic beverage, up to $8 (Theatres with double beverage purchase will be reimbursed up to $16 for your (2) two beverage purchases. If you leave a tip, do not tip more than 15%)

**If you are asked for ID:**

1. Movie ticket purchase receipt, up to $15*
2. One non-alcoholic beverage, up to $8. *(Theatres with double beverage purchase will be reimbursed up to $16 for your (2) two beverage purchases. If you leave a tip, do not tip more than 15%)*

* Shoppers will be reimbursed for the purchase of ONE regular admission ticket to the movie of their choice. Shoppers may upgrade to 3-D, IMAX, ETX, Dolby Cinema@AMC Prime and the like at their own expense. *(if the theatre is IMAX only, then IMAX ticket will be reimbursed)*
In the Theatre: Conducting the Mystery Shop

**Video:** The mystery shop report you file will be taken seriously by AMC’s management. At random, mystery shop reports will be selected by Confero and/or by AMC for audit, which will require the viewing of the security camera videotape taken at the alcohol service point referenced during the mystery shopping visit. Please prepare to conduct your audit accurately and report it honestly. Please understand that all theatres have security video surveillance. If AMC and/or Confero have reason to believe that inaccurate information has been submitted, questioned reports will be viewed on tape for accuracy.

**Cell phone** conversations (or answering your cell phone) are not permitted during interactions or transactions with AMC employees.

**At the Box Office:**
1. Purchase a movie ticket to obtain entry to the theatre. See above for allowed expenses.
2. You may only show your ID at the box office or for the ticket taker, if required, to obtain entrance to an R-rated movie. If you do not choose an R-rated movie, you will not need to show ID at the box office.
3. Proceed into the theatre to the bar or dining area as directed on the shop location assigned.

**In the Theatre:**
1. Locate the bar or restaurant that offers alcoholic beverage service. **(Please Note:** Some locations have Dine-In auditoriums. If you were assigned a shop that requires both a bar visit and Dine-In alcohol check in a Fork & Screen or Cinema Suites auditorium, try to conduct the bar area alcohol check first, and then proceed to the auditorium to conduct that portion of the shop.)
   1. Observe the following:
      - Name of bartender/server
      - Description of bartender/server
   2. Order an alcoholic beverage.
      - If you are asked for ID, do not provide one. Simply state you don’t seem to have it, or you “...forgot it at home” or “...left it in the car.” NEVER say you lost your ID in the theatre.
      - If you are not asked for ID, you must proceed with the alcoholic beverage purchase.
      - If you are denied alcoholic beverage service, order a non-alcoholic beverage. (if not available, you may purchase at concession)

**Diagram:**

```
Order one alcoholic beverage       Did the bartender/server ask to see your ID?       Say you don't have it with you.   Did the bartender/server proceed with your alcoholic beverage order?       Yes
                                      Yes                                                      No
                                      No                                                      No
                                      Continue with alcoholic beverage order                Order one non-alcoholic beverage
```

**Look for these posters/signs and report on their placement. This is a very important part of your mystery shop, and incorrectly reporting their placement may result in your removal from future AMC shops. The images may differ, but you must look!**

**At Non - Dine-In Theatre Locations Only:**
Did you observe this policy poster at the box office, ticket drop area, lobby, and/or bar area?

**At All Alcohol Locations:**
Did you observe this policy insert in an 8.5” x 11” acrylic frame on the bar counter top?

**At Dine-In Theatre Locations Only:**
Did you observe this poster near the entrance/box office, ticket drop area, lobby, and/or bar area?
**Reporting Your Shop Findings:**

Submit your Survey responses online and your validation (purchase receipts) within 12 hours of your mystery shop visit. We cannot accept your shop survey without the validation receipts.

**Upload your transaction receipt(s)** to your survey form (via scan or digital photo). Please include your itemized receipt(s) showing the product(s) purchased. If you cannot upload your receipt (validation document), contact your scheduler for assistance within the 12-hour time frame. To contact your scheduler, go to your shop log and click in the “Help/Contact” link associated with this shop.

*All information about this assignment is to remain confidential. This includes the survey questions, guidelines, results and any other criteria. All findings reported by you are the property of Confero and may not be reported elsewhere. All shopper payments are issued via PayPal. For more information about Confero’s payment policy, please visit [www.conferoinc.com](http://www.conferoinc.com) and click on “Shopper Center” then on “Getting Paid”.*

**Additional Client Requirements:**

- You cannot be a current or former employee of AMC Theatres or a direct competitor of AMC Theatres.
- You cannot know or be related to anyone who works for AMC Theatres or a direct competitor of AMC Theatres.
- You cannot be a staff member, scheduler, or an editor for a mystery shopping company other than Confero, without Confero’s prior approval of your assignment for this project. Do NOT contact any AMC Theatres EMPLOYEE directly for any reason! If you have any questions or concerns about your assignment, about what happened during your shop, about an employee of the store, contact your scheduler immediately.