Mystery Shopper Guidelines and Client Requirements

Purpose of the visit:

1. Observe key operational initiatives such as Flatbread Grilled Chicken knowledge, courtesy, Combo upsizing and French Fry quality.
2. Listen for Upsell attempt from employee when you order a Flatbread Grilled Chicken at either the Pick-up Window or Dining Room.
3. Speak with the Operations Leader. Award prizes for a successful shop. Deliver an “I’m sorry” card for an unsuccessful shop.

Confero does not pay for assignments that are not conducted according to these Client Required Guidelines. The following must be reviewed carefully and fully understood before performing your shop.

Requirements:

- Check your assignment for the exact location you are assigned to visit. Careful: some streets have multiple Wendy’s!
- Children and companions/guests are not allowed to accompany shoppers during the on site shop.
- Your full attention is required during the visit. Cell phone conversations and texting are not allowed during the mystery shop visit.
- You are representing our client Coca-Cola. Appropriate dress and behavior is required. No shorts, flip flops, or T-shirts allowed.

Documents to Take with You:

Confero will send you an email message which will have an attachment containing these four (4) prize documents for this shop:

1. Prize Confirmation Form (PCF)
2. Certificate of Excellence/I’m Sorry Sheet
3. Prize Code Sheet for Register Operator Caught Red Handed
4. Prize Code Sheet for Operations Leader and Crew

The email will come from wendys@conferoinc.com. Please whitelist this email address so your documents email will be received. Your scheduler does not have this document and it cannot be accessed from your shopper log.

Do not attempt your shop visit without the prize documents printed and taken with you.

Required Purchase, Receipt, Report Validation

One (1) Flatbread Grilled Chicken (your initial order), then:

- If you are offered a Combo and are offered the sizes Small, Medium or Large (or Medium or Large), order the Medium Flatbread Grilled Chicken Combo that will include a Coca-Cola beverage.
- If you are offered a Combo and are not offered a size of Combo, order the Small Flatbread Grilled Chicken Combo that will include a Coca-Cola beverage.
- If you are NOT offered a Combo, please order a Medium French Fry, but do not order a drink at that time.

Exception: To comply with local laws, mystery shops conducted in New York City may only include a Small Combo with a DIET beverage. Upsizing will not be included as part of the success criteria shops in New York City.

Optional: You may buy a Coca-Cola fountain beverage after the mystery shop is completed and you have spoken to the Manager. No other items are to be included on your order or on the receipt.

Required Validation:

1. One (1) digital picture or scan of the itemized receipt showing purchase of required items only.
2. One (1) digital picture or scan of the Prize Confirmation Form (PCF) signed by the Operations Leader on duty.

A receipt is required for reimbursement of your meal expense. If a receipt is not automatically given to you, you may ask for one.

Dates, Times and Types:

Location: Check your shop log to see the specific location assigned.

Shoppers are responsible for checking the hours of operation of the location before attempting the shop visit. Locations inside malls, airports, college campuses and hospitals may have limited hours. You may check the hours of operation at www.wendys.com. Use the Find a Wendy’s search tool in the upper right of the homepage or use the My Wendy’s app.

Type of Shop: Check your log to see if you were assigned a Pick Up Window (drive thru) or Dining Room shop or Late Night shop.

Days and Times to Shop:

Monday – Friday:
- Lunch: Not Allowed on weekdays
- Dinner: 4 pm – 9 pm
- Late Night: 9 pm – midnight

Saturday-Sunday:
- Lunch: 12 noon – 4 pm
- Dinner: 4 pm – 9 pm
- Late Night: 9 pm – midnight

Additional Requirements: Please ensure you meet this criteria and agree to the following prior to conducting your shop visit:

- You must be at least 21 years old.
- You are not a current or former employee of Wendy’s or any Wendy’s competitor.
- You do not know or are not related to anyone who works for Wendy’s or any Wendy’s competitor.
- You are not a staff member, scheduler, or editor for a mystery shopping company other than Confero, without Confero’s prior approval of your assignment for this project.
- 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.

Know your terms:
A “Combo” is the same as a “Meal” and would include a sandwich, fries and a drink.
A “Successful Shop” means the employees did everything expected in the shop “Criteria”. This program has SIX criteria.
Take all four (4) prize documents with you to conduct the shop. Conceal the documents during your shop or leave them in your car. Do not allow these forms to be visible while you are conducting your shop.

Step 8 for Dining Room shops includes a brief restroom check. This may be performed before the order is placed or after.

Step 1 Approach the Dining Room order counter or the Pick-Up Window speaker. Listen carefully for the Register Operator to promptly greet you. Were you promptly acknowledged after approaching the point of purchase? Point of purchase means when you were next in line at the order counter or Pick Up Window speaker.

Step 2 Were you greeted with a genuine, authentic and friendly greeting? The Register Operator does not need to state a specific greeting. Greetings can vary. If you could not hear the greeting, say “I’m sorry. I could not hear you” or something to indicate that you need the greeting repeated. Typically, the greeting might be something like this: “[Hi/Welcome] to Wendy’s, May I take your order?” or “Welcome to Wendy’s. Would you like a Combo today?”

Please give the Register Operator every opportunity to be successful. Friendliness is a friendly smile and eye contact (It is required for Wendy’s employee to address you in this format). Friendliness can be perceived differently throughout the country, so please use your best judgment and allow for any way that a Register Operator demonstrates a friendly greeting.

Caution! Employees are trained to offer Combos only once. If you are offered a Combo in the greeting, do not decline the Combo offer. You may say “I do want a Combo, but can you tell me about the Flatbread Grilled Chicken?” or “Can I get the Flatbread Grilled Chicken in a Combo?”

Step 3 Ask the Register Operator to tell you about the Flatbread Grilled Chicken. Say something like, “Can you tell me about the Flatbread Grilled Chicken?” or “Can you tell me what comes on the Flatbread Grilled Chicken?” Listen carefully for how the Register Operator described the Flatbread. If the Register Operator could not describe the sandwich, proceed to step 4 and place the order anyway. Any reasonable description of the Flatbread is acceptable. The Register Operator does not have to use these words, but here is what the Flatbreads are, in general:

Wendy’s new Asiago Ranch Club Flatbread Grilled Chicken and Smoky Honey Mustard Flatbread Grilled Chicken feature a unique, multi-grain Artisan flatbread and appetizing, high quality toppings. Any positive explanation of either Flatbread is acceptable.

Step 4 Order the Flatbread Grilled Chicken. Say something like, “I would like to order the Flatbread Grilled Chicken”. Do not mention a Combo at this time. Allow the Register Operator the opportunity to mention the Combo offer to you. Listen carefully to see if the Register Operator offers you a Combo. You may hear something like, “Would you like to make that a Combo?”

Step 5 If you are offered a Combo, accept the offer by saying, “Yes, I would like the Combo.” Again, LISTEN VERY CAREFULLY to see if the Register Operator suggests a size of Combo meal. Did the Register Operator ask, “Would you like a Small, Medium or Large Combo?” If you are asked what size, accept the Medium Combo. If the Register Operator does not offer you a size, ask for the SMALL Combo. If the Register Operator never offered you a Combo at all, order the Flatbread Grilled Chicken and a Medium French Fry (no drink). Due to New York City’s regulations, Combo upsizing will not be included in the mystery shop criteria

Step 6 For Pick Up Window shops: ask for Ketchup. Check the bag to ensure you received napkins, a straw and a ketchup. This is part of the bonus question, not part of the success criteria for the shop.

Step 7 After your order is received, check the French Fries. Were the French Fries hot, salted and properly portioned? Only mark yes if the French Fries meet all three requirements (hot, salted and properly portioned). French Fries are considered salted if you can taste the salt. For proportion, look to see if the carton was full, but not overflowing. Were the fries not loose in the box, etc.)

Step 8 For Dining Room shops in freestanding locations: check the Restroom for cleanliness. Restroom cleanliness is a bonus question and not part of the success criteria for the shop.

1) Fixtures Clean (Sinks, Mirrors, Toilets and Urinals).
2) Hand dryer and/or paper towel dispenser clean.
3) Soap, towels and toilet paper dispensers filled and soap dispenser working.
4) Trash can clean and free of odor.

For Dining Room shops in non-freestanding locations (malls, airports, college campuses, office building, hospitals, etc.), check the Register Operator’s uniform. Was it clean, neat and with a name tag? “Clean” and “neat” means no significant or large stains on uniform.

Step 9 If this visit meets every single one of the following SIX (6) criteria, the shop is considered SUCCESSFUL. Award prizes:

1. When it was your turn to order, you were acknowledged promptly.
2. You were greeted with a genuine, authentic and friendly greeting.
3. The Register Operator accurately described the Flatbread Grilled Chicken.
4. The Register Operator offered you a Flatbread Grilled Chicken Combo.
5. The Register Operator offered a specific size of Combo (“Small, Medium or Large” or “Medium or Large”). Due to New York City’s regulations, Combo upsizing will not be included in the mystery shop criteria
6. The French Fries were hot, salted and properly portioned. (All three elements must be met).

Step 10 If the shop was unsuccessful due to the Register Operator not offering you a Combo, you may purchase a Coca-Cola beverage after the mystery shop is completed and you have spoken to the Operations Leader.
Prizes

The prize forms will be emailed to you as a PDF attachment a day or two before the first date you are scheduled to shop. You will receive one email message with a customized attachment for each mystery shop assignment you accept. The forms will print showing the location number and address of the restaurant assigned. Open the attachment to the message, print out and pre-assemble these four (4) color prize form pages before conducting your mystery shop visit: 1) Prize Confirmation Form 2) Prize Sheet for Register Operator Caught 3) Prize Sheet for Operations Leader and Crew 4) Certificate of Excellence /I’m Sorry sheet (please cut apart). The prizes are only for the store shown in the email message.

If you have more than one shop, do not mix up prize documents. Please make sure to check that the store information on the printed prize forms matches the store location at which you are handing out prizes. Do not keep unused prizes for use with any other shops for this program. Destroy unused-prize pages by tearing up the codes and by permanently deleting the prize form email message you received.

If prizes are lost or stolen, please inform Confero immediately. Prize codes can be traced by email address used to claim them, mobile device and internet IP address. In most cases, we can use store security video to locate the prizes and pinpoint who used them.

Discuss Shop Results with Operations Leader:

For all shops, successful or not, complete the Prize Confirmation Form questions about the mystery shop visit. Then, ask to speak with the Operations Leader. State “I’m from the COCA-COLA - GET CAUGHT RED HANDED PROGRAM. May I speak to the Operations Leader?” You are acting as a representative of Coca-Cola. Be polite and have a positive attitude.

For successful Dining Room and Pick Up Window shops, go into the restaurant to award the Certificate of Excellence card and prizes to the Operations Leader. For unsuccessful Dining Room and Pick Up Window shops, go into the restaurant to provide the “I’m Sorry” card to the Operations Leader. All prizes, Certificates of Excellence and I’m Sorry cards must be awarded in the Dining Room with one exception. All Late Night (after 9 pm) shops must be awarded at the Pick-Up Window. If you conduct a shop after 9 p.m., wait until there is no line at the Pick Up Window. Drive back through to the Pick-Up Window speaker, identify yourself as the Get Caught Red Handed mystery shopper and ask for the Operations Leader to meet you at the Pick-Up Window.

When you speak with the Operations Leader, obtain the names of the Operations Leader, General Manager and Register Operator. The Operations Leader must sign the Prize Confirmation Form. After it is signed, keep this form so you may upload a copy of it to your completed online mystery shop survey report. All information the Operations Leader will need regarding prizes is shown on these forms.

Reporting Your Shop Findings:

Submit your online survey responses and upload the receipt for purchase and signed Prize Confirmation Form the same day as your shop visit (late night shops may be submitted next day by noon). Provide comments to support survey answers. Use complete, grammatically correct sentences with upper and lower case letters. Each shop report must be unique; cutting and pasting answers between shop reports is NOT ACCEPTABLE. Report on facts as you observed them during your visit as they relate to the order placement and interactions you were asked to observe. Do not report on your opinions. If you are conducting more than one shop in one day, take every precaution to ensure information is not confused between locations and shops. If the wrong information is reported into any shop reports, none of your reports for that day will be accepted by our client and will not be paid.

To upload, scan or take a photo of your purchase receipt and save it to your computer. Click on the “Upload Picture” link on your shop survey. Browse for the file and click “Upload Image File.” Check the uploaded file to make sure you can see the image clearly on your survey form. Follow this same procedure to upload a second receipt (if needed) and the signed Prize Confirmation Form. Do not create one scan with all documents and upload it multiple times. Upload each document individually so it will be visible on your online survey at the appropriate spot. Keep the originals of these documents until your survey has been accepted, in case a clearer photo is needed or a question arises.

What to do if there is no Pick-up Window (drive thru) at your assigned location and you were assigned to conduct a Pick Up Window shop: If you were assigned a shop at a Mall or other non-traditional location (no drive thru), conduct the shop as a Dining Room Lunch or Dinner Visit as shown above. Be sure to comment about this on your online survey form so our scheduling and quality assurance team will know.

What to do if assigned location is closed: If you arrive at the assigned location and find that it is permanently or temporarily closed, please (if possible) take a photo of the closed location. To report the shop, go to the shopper survey form, upload the photo (if you were able to take one) and enter comments into the shop about the location being closed. Save your report, which will place it in Incomplete status. Send a message to wendys@conferoinc.com so we may confirm the closure with Wendy’s, complete the closed location report for you and submit your shop for payment.

If the location is out of Flatbread or out of chicken or out of any components of the Flatbread then the shop CANNOT be successful.

Help

If you have any questions or concerns about your assignment, how to conduct it, what happened during your shop or about an employee of the store, contact the program scheduler immediately. To do this, from your Shop Log, click on the ‘Help/Contact’ link.