

Shopper Guide

To get the most effective feedback, we are providing this sheet as guide for your shop.

When you complete a shop online your answers are translated into a point value. As a company, we have certain goals to achieve in terms of percentage. The answers to all of the questions below should ideally be YES. Each time NO is selected, this removes points from the score in most cases. This is why it is important that you watch carefully for these items as you complete your shop.

BOX OFFICE:

1. Were the show times on the recording, online or newspaper accurate?
2. Was the building exterior clean and free of debris?
3. Was the box office attendant courteous and helpful?
4. Did the box office attendant make a closing statement after your purchase?
(For example: Thank you, Enjoy your movie etc.)

USHER/ TICKET TAKER

1. Did the Usher/ Ticket Taker greet you and give directions to the Auditorium?
2. Were your tickets stubs torn in half with stub returned to you ?
3. Did the same person that sold the ticket tear the ticket? (This answer ideally would be NO)

CONCESSION

1. Were you greeted or was the concession attendant courteous and helpful? (For example: "Hello, may I help you?")
2. Were the concessions price signs maintained and easy to read?
3. Were you offered a larger size and/or additional items
4. Was the concession stand clean, well kept and fully stocked?
5. Were the concessions products satisfactory?
6. Was the concession attendant wearing a name tag?
6. Was the concession attendant courteous and helpful?

Concession Attendant Name _____ **(This particularly important)**

FILM PRESENTATION

1. Was the picture presentation of high quality? For example: framed well, noticeable blemishes or obvious technical errors.
2. Was the sound quality and Volume to your satisfaction?
3. Was the Auditorium temperature comfortable?
4. Was the theatre patrolled by staff during the film? (This is important)

OTHER:

1. Did you see management on the floor? (Management typically wears a shirt and tie, business suit or has a different colored shirt than other staff members)
2. Were the restrooms clean, stocked and free of debris?
3. Was the staff and management appearance neat and professional?
4. If you were in a sold out theatre (full theatre) was an announcement made by member of the staff to welcome you to the theatre?
5. Was the theatre you were sitting in clean?
6. On a scale of 1-10 how would you rate your overall Experience with us? 1 being unacceptable and 10 being Excellent. _____

Here are a couple of areas of concern, we have noticed since starting the Shopper program. We would like to highlight these for you so that you make take extra steps to notice

MANAGER ON FLOOR

Managers typically wear a business style shirt and tie. They will often have suit coats on. Another type of manager that works behind concession might wear a different color shirt than the rest of the staff. Our goal with this question is to ascertain if our management staff is on the floor during peak hours. If you happen to visit during a weekday, you may have to examine closer to see a manager. Also note that often in smaller theatres, managers may be your box office attendant, your ticket taker and even your concession person.

CONCESSION ORDER

We train our staff to upsell the most common order: MEDIUM. If you order a medium sized drink or popcorn, staff should attempt to upsell you to a large. If you are ordering a small, this task may not get completed. It is important that you order a medium, wait for the upsell and then if you need to, change your order to meet your needs.

THEATRE PATROLLING

Managers and staff members should patrol your auditorium during your movie. Often, it is very difficult to see these folks when you are engrossed in the film. We ask that you be aware this is a question on the report and points are lost if you answer NO. So, be aware your theatre should be patrolled and watch for it during the film.

CLOSING STATEMENTS/Opening Statements

Each theatre and each theatre employee has their own personality. What we are looking for here, is a simple gesture that your visit remain pleasant. Examples are: Enjoy the show. Thank you. Have a nice evening. Enjoy your movie. Our goal is to make sure employees are happily thanking you in one form or another for patronizing our theatre.

Opening Statement can be things like: How may help you today? Would you like to try our combo? Or even How are you this evening?

(What we don't want is NEXT! Or Who's NEXT, or Next in Line!)

SIGNAGE

What we mean by asking you about signs and menu boards is: Are they clean? Do they have popcorn butter splattered all over them? Are letters falling down? We know that some of our properties are older and that signs may not be the most state-of-the-art. What we are looking for here, is general cleanliness and maintenance.

FILM PRESENTATION

We know this question is a bit loaded as each person has their own criteria for comfortable listening but here is what we are going for: Excessive loudness? Other patrons making comments about sound. Were there noticeable breaks in the film where it may be spliced incorrectly? Slides and pre-show music?

VISIT DATES/MOVIES

It is important that you always date your surveys with the date of your visit and the correct movie viewed. This helps us in determining how to address the issues you point out in your report. Please make sure to only type in the VISIT date. Also, be sure to note which auditorium you visit.

Often, we note that many shops appear to be under the percentage range we wish to maintain but the shopper will rank them a 9 or 10. We know that you can have a good and pleasant experience without many of these things we ask in the questions happening. This is why we allow up to 10 points for you as a shopper to freely express your visit. We also welcome your comments. This feedback is very important to us. In fact, we are structured to reward great shops. Our managers are working very hard to achieve our company goals.