



Customer Response Mystery Shop Sonic Drive-In



City _____, GA

I would like to encourage you to complete this survey and we will make sure that you are properly rewarded. We are committed to improving our service and we want your experience to be remarkable, but we need your help. We need to know where the problem areas are and with your help we will be able to make significant progress with a rapid pace. If you have access to email just send us an image of the survey in any format to me billywright@hotmail.com. Or you can call me anytime and just give me your answers on the phone. If you have any questions or comments please feel free to call me at any time. My name is Billy Wright and I am the Marketing representative for this Drive-In, my cell phone is (770) 337-5510.

We would like to keep in touch with you if you would give us your contact information. If we have your address we will periodically send you free coupons and special discounts. (this information is optional)

Your Name: _____

Address: _____

City: _____ State: _____ Zip: _____

Your Email: _____

Your Tele #: _____

Date: ____/____/____ Time of Day ____:____ AM PM

Questions:

What did you especially like or dislike about your visit?

What if anything would have made your visit more enjoyable?

How likely would you be to recommend this Sonic to a friend? (circle one)

Not Likely / Somewhat Likely / Very Likely

"Thank You so much for your invaluable help"

Questions:	Answers:	
How long did it take for the speaker attendant take to answer the order button press?	# Min	# Sec
Was the initial greeting warm & friendly?	Yes	No
Did the speaker attendant speak slowly and clearly so that all responses and questions could be easily heard or understood ?	Yes	No
Did the speaker attendant repeat your order and give you a total dollar amount?	Yes	No
Were you offered any additional menu items?	Yes	No
How long did it take to receive your order at your vehicle?	# Min	# Sec
Was your CarHop friendly and upbeat?	Yes	No
Did you receive exactly what you ordered?	Yes	No
What was the name on your CarHop's name badge?	_____	
Was your order items neatly packaged and your drinks free of spills?	Yes	No
Did a carhop check back to see if you needed anything else?	Yes	No
Was your food hot and drinks cold, did the temperatures meet your expectations?	Yes	No
Did you receive salt, napkins, straws a Sonic mint and did your server offer ketchup?	Yes	No
Were your entrees good tasting and crisp?	Yes	No
Were you able to see trash on the lot?	Yes	No
Were the menus and speakers stands clean and in good repair?	Yes	No
Did you see anyone on roller skates?	Yes	No
Were the CarHops neat, clean and in proper Sonic clothing?	Yes	No
Was the landscaping well maintained and the patio clean and free of litter?	Yes	No
Were all employees acting appropriately at all times during your visit?	Yes	No
Was your visit a positive experience?	Yes	No