

Pizza Hut Orientation Manual

Welcome!

Thank you for your interest in conducting **Pizza Hut** evaluations.
This orientation manual is to help you learn about the mystery shopping process for Pizza Hut.

You can always refer to this manual at anytime!

Your Shopping Instructions

The first thing you should do **before every** evaluation is download, print and read your shopping instructions.

You will need to do your absolute best to ensure you are familiar with ALL the requirements for Pizza Hut evaluations. We can only pay you for completing an evaluation that has been completed correctly and is deemed to be a valid report.

Your instructions will include the following information:

- The **date & hours** in which you can visit the restaurant
- The **address/telephone** details of the restaurant
- The **acceptable meal items** you can choose to purchase
- The **observations** you need to make and service standards to help you answer each question

Evaluation Times

Pizza Hut evaluations are split into various timeframes.

You will need to select a specific day and timeframe you are able to evaluate the shop at the time you are selecting an evaluation online.

Key Requirements for Pizza Hut

There are a number of key requirements for Pizza Hut evaluations.

You will need to:

1. **Purchase** meal items as specified in your shopping instructions.
2. **Ask** the staff member who takes your order a question.
3. Assess the **service** provided by the staff member.
4. **Time** your service experience at specific points as advised.
5. Check the **cleanliness and maintenance** of the restaurant - both interior and exterior (*if applicable*).
6. Assess the **quality** of the food you have purchased by tasting them as soon as possible.
7. Complete the **shopper comments** section.
Shoppers must note in this section what they most appreciate about their experience and specifically what they felt needed improvement. This section will appear on the report that is sent to the store, so we want it offer constructive encouragement to the team members in the areas that they executed well, and to clearly identify where they need to improve. These comments are very important to our teams and care should be given to ensure that comments are not negatively focused on people; rather they are focused on standards missed. It is often valuable to also note how a well executed standard or a missed standard made you feel. This helps bring your comments to life for the team members. For example it is better to say: "It was hard for me to order when they could not answer my question regarding what was on a

Supreme Pizza” than it is to say: “The employees acted like idiots and didn’t know anything about what they were selling”. The second comment gives insufficient detail to act on and is opinionated, while the first tells them exactly what they need to do to correct the problem, as well as defines why it is an issue. Good comments are the most important part of this process because they provide solid direction for how to improve. If a store does not receive 100%, they will be looking for comments in the “improvement” section. Please don’t bypass this section because everything was “OK”. Likewise, there is nothing more motivational than words of encouragement. They ALWAYS look for what you appreciated about your visit. We expect every CHAMPSCHECK to include *valuable* commentary in the “Shopper Comments” section. Please don’t just repeat a missed standard.

Note: Additionally, the next step in this Pizza Hut certification process is to view and read the **Product Quality Manual** in the next tab below this shopper manual on the orientation page of the shopper website.

This will further illustrate and help you in assessing the food items correctly. After purchasing your food and drink items, you will need to check the temperature and taste of the food, and also **how the items are assembled, as well as the colour.**

Pizza Hut Evaluation Scenarios

There are **five** different scenarios for Pizza Hut.

Each scenario has its similarities, so instead of creating five orientation manuals, you will be learning about the five scenarios in this summarised orientation manual.

Let’s run through **what is involved** when it comes to completing each of the different Pizza Hut scenarios.

Dine In (includes Buffet)

- As you approach the restaurant, check the **cleanliness and maintenance** of the exterior
- Enter the restaurant. Proceed to the Host and join the queue
- Once you are served, **assess the greeting/service** received
- Take a seat at the assigned table in the dining area
- Order your meal and **assess the service** received
- **Taste and assess** the quality of the food items
- Check the cleanliness and maintenance of the **interior**
- Check the cleanliness and maintenance of the **restroom**.

Counter Carryout

- As you approach the restaurant, check the **cleanliness and maintenance** of the exterior
- Proceed to the counter and join the queue
- Once you are greeted, **assess the greeting/service** received
- Order and pay for your meal
- Check the cleanliness and maintenance of the **interior**
- Take the meal away and out of sight of the restaurant, **taste and assess** the meal items ASAP.

Phone-In Carryout

- **Call the restaurant** using the phone number provided in your shopping instructions
- Order your meal and **assess the service/greeting** received
- As you approach the restaurant to pick up your meal, check the **cleanliness and maintenance of the exterior**
- Proceed to the counter and join the queue
- Once you are served, **assess the service/greeting** received
- Pay for your meal

- Check the cleanliness and maintenance of the **interior**
- Take the meal away and out of sight of the restaurant, **taste and assess** the meal items ASAP.

Delivery

- **Call the restaurant** using the phone number provided in your shopping instructions
- Order your meal and **assess the verbal greeting/service** received
- When the Driver arrives, pay for your meal and **assess the service** you received
- **Taste and assess** the food items as soon as possible.

Express

- As you approach the restaurant, check the **cleanliness and maintenance** of the exterior
- Proceed to the counter and join the queue
- Once you are served, **assess the service/greeting** received
- Order and pay for your meal
- Check the cleanliness and maintenance of the **interior**
- Take the meal away and out of sight of the restaurant, **taste and assess** the meal items ASAP.

Exterior of the restaurant: Cleanliness & Maintenance

(Applicable for: Dine-In, Express, Counter Carryout & Phone-In Carryout evaluations)

Now let's begin learning about **how to** complete Pizza Hut evaluations.

Cleanliness

For almost all cleanliness and maintenance issues we have provided photo standards. While we cannot document every possible environment and issue, these photo standards are intended to prompt you to look a little more closely at the areas that have been identified. Keep in mind that cleanliness and maintenance issues that are not represented in these photo standards may be observed and should be appropriately scored.

The first thing you will notice and need to check when you arrive at ANY Pizza Hut restaurant is the exterior cleanliness and maintenance of the restaurant.

If you are visiting a standalone outdoor restaurant, you must first check that the **car park and landscaping is clean**. Is there any **litter or debris**? Is there any **gum, stains from rust, dirt and grease, or accumulated soil**?

You will also need to check the **exterior lights and signs** for any Pizza Hut restaurant, even if it's located inside a mall; the store should be free from cobwebs, dirt and dust.

The building exterior must be **graffiti free**. Examine the **doors, doorways, entrance and windows** to determine if they are free from accumulated dirt, fingerprints, streaks or smears.

Maintenance

Along with checking the general cleanliness of the exterior, you will then need to assess if the restaurant's exterior is in good condition.

You will need to observe the **maintenance of the car park and landscaping (if applicable), signs, lights, building, doors, doorways, entrance and windows** are all in good working condition. Check they are not damaged, faded, broken, tattered or leaking.

Doors, windows and glass fixtures should not have any cracks. The **exterior signs** and building/restaurant exterior should not need any repairs or upkeep. Also, note if any **exterior lights** need replacing because they are either broken or burned out.

Pizza Hut Customer Service

Greeting (over the phone)

Applicable for: Delivery & Phone-In Carryout evaluations

If your evaluation requires you to place your order over the phone, you will need to check that the staff member:

- Answers the phone by thanking you for calling (e.g. *"Thanks for calling Pizza Hut..."*)
- Speaks in a clear and concise manner so you can understand them
- Offers a friendly greeting that does not sound repetitious or mechanical
- Introduces himself/herself by name (e.g. *"Hi, I'm Maria"*)

Greeting (face to face)

Applicable for: All evaluations

In all types of evaluations, you will be making face-to-face contact with a staff member at some stage during your evaluation.

When you are first greeted, observe if the staff member welcomes you with a warm smile and direct eye contact. A "neutral" or "not unfriendly" expression is not sufficient. The smile must be seen as genuine and not a required or forced gesture. When you are greeted by the staff member remember what smile they provided. An indifferent or neutral expression is not acceptable.

Genuine Smile:

When a smile is genuine, the eye cover fold (the fleshy part of the eye between the eyebrow and the eyelid) moves downward and the end of the eyebrows dip slightly. This smile may make you feel **invited and welcomed**; not uncomfortable. A genuine smile may tend to make you feel like automatically smiling in the same genuine manner without realising.



Neutral Expression:

A neutral expression can seem flat or impartial and noncommittal. It is not an unfriendly expression though it is also not inviting.

Indifferent Expression:

An indifferent expression is when the person appears to have an uncaring attitude or is disinterested in the conversation. If a staff member provides only an indifferent expression, this may cause you to feel unimportant or a nuisance.

A greeting is an important friendly comment that should **make you feel welcomed**.

For example: *"Hi Sir/Madam, How are you today?"* The greeting must be friendly, without sounding repetitious or mechanical. The staff member must speak to you in a clear and concise manner, so you can understand them.

Once you have been greeted, the staff member should ask you how they can help you or invite you to place your order.

REMEMBER:

You must obtain the **name and description** of any staff member who serves you. Also note if they are wearing the **correct uniform and identification badge**.

Asking the staff member a question

A requirement of Pizza Hut evaluations is that you ask the staff member a question. This question can be about a product, serving sizes, ingredients, current specials or promotions. You can ask this question at any time during the evaluation.

Some examples of what you may ask about include:

"Would two large pizzas be enough for four people?"

"How many chicken wings are there per serving?"

"What current specials do you have?"

The Order Taker should answer your question without consulting someone else and interact with you in a pleasant manner. If the order taker is giving you short or angry answers to your question or request, this is not acceptable.

Placing your Order

1. When you are invited to order your meal, don't forget that you must **only order** your meal items based on what is specified in your shopping instructions.

These instructions may vary from each evaluation – so please be aware of what you can choose **before you go** to complete your evaluation. *Are all the items you wanted to order available?* If the item you ordered is not available, you will need to order a similar item and evaluate availability based on the first item ordered.

2. Once you place your order, note if the staff member makes at least one **menu suggestion** with a specific benefit or mentions a special offer that compliments your meal. The staff member should not suggest an item that you have already ordered, for example suggesting a beverage or side order when you already ordered one.
3. You will also need to observe if the staff member makes a **positive comment** about any of your food choices, at any time during the interaction.

Some examples of what the staff member may say include:

"Good choice"

"This is our most popular pizza!"

4. Take note if the staff member **verbally confirms** each food item with you. This can happen either as you are placing your order or once you have finished ordering.

For example, the staff member may say:

"Here we have a medium Pan Supreme Pizza and a Pepsi ready for you"

"Everything is here – 2 large Pepperoni Stuffed crust pizzas and regular Chicken wings."

5. Once you pay for your meal, you must check that you receive the correct change and that it is counted back to you. Don't forget to ensure you collect a correct receipt for your meal. If you paid by credit card/debit card and you request a credit card/debit card receipt, it must be provided without error.

6. While you are waiting for your order to be prepared, note if there are any delays with any of your food items. The staff member must inform you of when it will be ready and provide you with a positive reason.

For instance, the staff member may say:

"We have just received a large Delivery order. But don't worry; your order is the very next in line. If you would like to take a seat, I'll let you know when it's ready."

Important points for specific scenarios:

- **Delivery:** Make sure you are waiting at home and able to easily be notified of the delivery driver's arrival without obstruction.

Also, the staff member should mention what time your order will be delivered to your home. This time is known as the '**Promised Time**'. You will need to remember this time to check if your meal is ready and delivered when promised.
- For a **Phone-In Carryout**, it is crucial that you arrive at the restaurant WELL before the promised time or within 14 minutes – whichever occurs sooner.
- In a **Counter Carryout or Phone-In Carryout** evaluation, the staff member should also quote a specific time that the order will be ready.
- For a **Counter Carryout** please ensure you do not leave the restaurant while your order is being prepared. Your order may become ready while you are away, which will effect the Speed of Service checks.

Delivering your order

When the staff member delivers your complete order, check if you are acknowledged with a warm smile and direct eye contact. They must also verify your order by visibly checking and repeating each item you ordered. **Check your order is correct and complete.**

For a **Counter Carryout or Phone-In Carryout**, if a pizza is ordered, the box MUST be opened for you to check.

Farewell

1. Once the staff member has delivered your complete order, observe if the staff member asks if any other help was needed. For instance, *"Will there be anything else I can help you with?"*

Also note if the staff member makes a statement such as, I
2. The staff member should smile and make eye contact with you while offering you a warm thank you and an invitation to order/visit again. An example of what the staff member may say is: *"Thank you, see you again soon"*.
3. **Before you leave** the counter with your meal items or let the delivery driver turn to leave your home, make sure that you have sufficiently noted if their uniform is clean, fits properly and is not torn or excessively faded. Also, **Shirts** do not need to be tucked in.

Exceptional Service

Pizza Hut wants to recognise "exceptional service" conducted by any staff members.

This is when a staff member goes *"the extra mile"* when providing customer service.

Some examples could be:

- Staff members other than the Order Taker/Order Giver acknowledging customers with eye contact, a smile or a friendly comment
- Staff members opening doors for customers
- Staff members having friendly conversations with children or customers
- The manager interacting with customers
- Staff members are helping customers (*e.g. holding a chair out for women or elderly customers*)
- Staff members offering to carry large orders to customers' cars
- Or any behaviour that you consider is "exceptional customer service."

So, if you see any staff member/s providing exceptional service at any time during your evaluation, don't forget to tell us!

Now, let's see what you need to measure when assessing the speed of service during a Pizza Hut evaluation.

Speed of Service

Every second counts to Pizza Hut when it comes to serving their customers!

During your evaluation, you will be required to note the actual time at key points during the evaluation. We need you to record the actual clock times in hours, minutes and seconds. (*i.e. 12:35pm 00 seconds*). When you submit your result, you may have to answer how long it took in minutes and seconds for some questions. (*i.e. 1 minute 30 seconds*) This will help us measure the speed of service that you received.

To record the times properly, you will need a **digital timing device**, which **displays seconds**, such as a **mobile phone, stopwatch or digital watch**.

How to time your Timing Points?

This is where you may find a technique based on what you find more comfortable and easier to use in order to time discreetly. Most digital timing devices can only time, but do not physically show the actual clock time also. If this is the case for you, here is an example of what you can do:

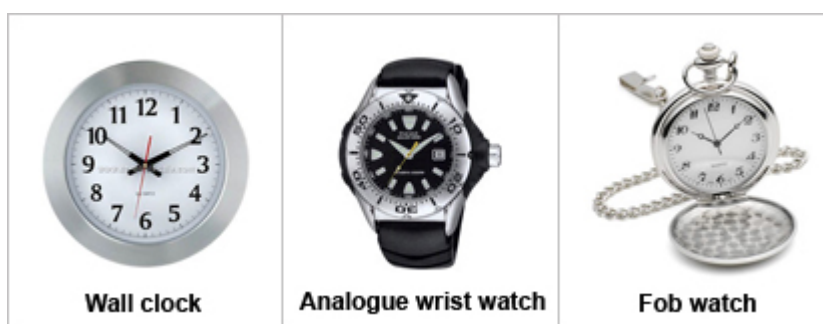
1. Have your digital timing device ready to time
2. When it is time to record your first timing point, note the time (*i.e. on your digital watch*) and start timing simultaneously (*i.e. press "start" on your mobile phone's stop watch application*).
3. Press the appropriate "lap or split" button again when it's time to record the second timing point accordingly and so forth when applicable.

Remember, you can only use a **digital timing device**; any analogue device used will deem your evaluation invalid as they cannot accurately show you the time to the exact second.

VALID timing devices include:



INVALID timing devices:



Timing Points for all scenarios

Counter Carryout

TIMING POINT 1: Arrived at the counter - Check the time when you arrive at the counter. (Clock time)

TIMING POINT 2: Greeting Time - Check the time when the staff member first greets you. Standard time: 15seconds.

TIMING POINT 3: Finished placing your order - Check the time when you finished placing your order over the counter. Also note the promised time. (Clock time)

TIMING POINT 4: Complete meal is received - Check the time when the staff member presents you with your complete meal. (Clock time)

Phone-In Carryout evaluations

TIMING POINT 1: Finished placing your order - Check the time when you finished placing your order over the phone. (Clock time) Also **note the promised time**.

TIMING POINT 2: Arrived at the counter - Check the time when you arrive at the counter. (Clock time)

TIMING POINT 3: Greeting Time (at restaurant) - Check how long it took from arrival at the counter. Standard time: 15seconds.

TIMING POINT 4: Complete meal is received - Check the time when the staff member presents you with your complete meal. (Clock time)

Express evaluations

TIMING POINT 1: Joined the queue - Check the time when you first joined the queue. (Clock time)

TIMING POINT 2: Arrived at the counter - Check the time when you arrive at the counter. If there is no queue, timing point 1 and 2 will be the same. (Clock time)

TIMING POINT 3: Greeting Time - Check how long it took from arrival at the counter. Standard time: 5seconds.

TIMING POINT 4: Price of your meal is totalled - Check how long it took from meal is totalled until meal is received. Standard time: 60seconds.

TIMING POINT 5: Complete meal is received - Check the time when the staff member presents you with your complete meal. (Clock time)

Delivery evaluations

TIMING POINT 1: Phone call ended - Check the time when you hang up the phone after placing your order. Also **note the promised time**.

TIMING POINT 2: Meal Delivered - Check the time when the staff member knocks on your door or rings the doorbell of your home.

Dine In evaluations

The timing points for a Dine In evaluation depend on which meal items are ordered. Therefore, always read your shopping instructions carefully!

TIMING POINT 1: Entering Time - Check the time when you join the queue or no queue. (Clock time)

TIMING POINT 2: Greeting Time - Check how long it took from entering store until you are greeted. Standard time: 15sec without queue, 30sec with queue.

TIMING POINT 3: Take your order - Check how long it took from being seated. Standard time: 2min.

TIMING POINT 4: Finished placing your order - Check the time when you finished placing your order. (Clock time)

TIMING POINT 5: Beverages served (*if your shopping instructions ask you to purchase a beverage*) - Check the time when the staff member serves you the beverages. Standard time: 3min, 5min for Hot / Specialty drink.

TIMING POINT 6: Starters served* (*if your shopping instructions ask you to purchase a starter*) - Check the time when the staff member serves you the starters. Standard time: 7min for cold starters, 9min for hot starters.

TIMING POINT 7: Main course served* - Check the time when the staff member serves you the main course. Standard time: 17.5min, 20min if starter is ordered.

TIMING POINT 8: Pay for the meal - Check how long it took from when the server took your payment at the table and returned with change or transaction to be completed if the payment is taken at the counter. Standard time: 3 min.

***Timing points 6 & 7 do not apply for Buffet.**

TIP:

You can use the recording function on your mobile phone.

Extra “Speed of Service” checks

There are also some additional “Speed of Service” checks you need to complete to ensure Pizza Hut customers are being served **quickly and efficiently**. The details of these Speed of Service checks are detailed below.

Delivery & Phone-In Carryout

When you call the telephone number listed in your shopping instructions, you will need to note if:

- Your call went through on the **first attempt**, without any busy signals
- Your call was answered **on or before the third ring** - remember the number of rings it took!
- A person or an automated order taking process assisted you within 15 seconds
- You were put on hold at any time.

Dine In

When you first arrive at the restaurant, you will need to note:

- If there was a queue to be served by a Host (*who will direct you to a table*).
- How long it took to be acknowledged/greeted by the Host
- If you were **quoted an accurate wait time and given a menu** if there were no tables available
- **Once you are seated check the time**, you will need to note if the Server offered to take your order **within two minutes**.
- If **starters** were ordered, note if the main course is served after you finished or stopped eating the starters.
- If you **request the bill**, note how long (in minutes) it took for the bill to arrive - it should be delivered to you within 3 minutes. Additionally, the Server must take your payment at the table and return with the change and/or receipt within 3 minutes.

Interior of the restaurant: Cleanliness & Maintenance

(Applicable for: Dine-In, Express, Counter Carryout & Phone-In Carryout evaluations)

While you are inside and/or dining within the restaurant, you will need to check the cleanliness and maintenance of the interior.

Please examine the:

- Doors and windows
- Menu board
- Walls, Floors and/or carpet
- Ceiling, lights, vents and fans
- Counters, service cabinets and trash bins
- Tables, chairs, high chairs (if present)
- Restroom

Check if the restaurant is free from insects/ foul odours and if the air temperature is comfortable (i.e. you are not feeling too hot or too cold).

You will also need to check the **RESTROOM facilities**.

When you are checking the restroom facilities, please observe the:

- Restroom floors, walls, ceilings and doors
- Toilet, urinal and sink

This includes checking the stock levels of the **soap, toilet paper, paper towels (or if there is a working hand dryer) available.**

Extra Checks – both Interior & Exterior

Delivery

Make sure that your shopping instructions are **out of sight**, before you open the door for the Driver!

- You will need to check if the delivery **vehicle/bike & delivery pouch** is clean and in good condition.
- If the driver arrived on a bike, they should remove their bike helmet before approaching your door.
- At some stage during the interaction, you should **receive a coupon, delivery menu or promotional flyer** - either attached to the pizza box or handed to you.

Counter Carryout / Phone-In Carryout

- If more than 1 pizza is ordered, the top box must be opened, and the remainder may be **offered** to be opened (*in a positive way*). For example: *"You have 3 large pan pizzas; 2 Pepperoni and 1 cheese. Here is the first one (opening the box). May I show you the others as well?"*

Dine In

- When you are first seated at your table, check that the table has been **completely set**. You should also be handed a **menu card** opened to the starter page.
- Before the Host (*i.e. the staff member who seated you*) leaves you, they should mention what happens next or introduce you to the Server (*i.e. the staff member who will take your order*)
- If the Host did not introduce the Server, the Server should introduce himself or herself by name, while smiling and making eye contact.
- If you ordered from either the Salad Bar or Buffet Bar, you should be provided with a **clean plate/bowl** (*i.e. either handed to you or directed to where plates/bowls are available*). The staff member should also give you directions to the salad bar/buffet bar.

The Server should also:

- Announce the food items as they are delivered to your table
- Check on your satisfaction shortly after you tasted your main course
- Offer free drink refills (*if appropriate*) or new drinks as your drinks become empty
- Provide you with **fresh plates and new cutlery** as needed
- Offer help or appropriate **condiments** when required
- Offer dessert menu or coffee/tea at the end of your meal
- Ask you when you want the bill (*or place the bill on the table*) without making you feel rushed
- Be easily available during your meal to take care of any needs
- Keep the table kept clear of empty dishes and trash as required

Last but not least! Please remember...

1. Confidentiality is essential

You must **never** under **any** circumstances reveal or compromise your identity as a Mystery

Shopper. Your evaluations are **confidential**. We encourage you to take appropriate action to help ensure that your identity is not compromised. Your shopping instructions and paperwork is also confidential.

2. Confirm the address details

Some locations are close to each other or on the same street, so be very careful to **verify the address** before conducting your evaluation. Email us if you are unsure of the location.

3. Shop only on the scheduled day & during the specified meal times

If you are unable to **complete the evaluation on the assigned day or during the specified meal period**, you must email us immediately.

4. Only order menu items listed in your shopping instructions

Ensure you do not change/modify your order in any way. Also, ensure that what you are ordering is actually a menu item offered at the restaurant you are visiting. Some restaurants don't offer all drink flavours or certain specialty items.

5. Answer all questions

Be sure that you completely **answer all the questions when WebExpressing your results or your evaluation will be deemed invalid**. Carefully observe the restaurant and employees to evaluate your service experience.

6. Be detailed

Complete all "Fill In" answers in the blanks provided. **You must provide a detailed, complete response in the blanks, when applicable. Be as factual and descriptive as possible.**

Please do not omit any false information and remember to use the correct spelling and grammar.

Upon completion of your evaluation

Once you have completed your evaluation and you are out of sight of the restaurant, please proceed to answer the questions on your shopping paperwork. This is to ensure that all the information is recorded while the shopping experience itself is still fresh in your mind.

Important Note:

Please submit your receipt and your results on the day of completion. The exception only applies to assignment Time-In after 9.00pm - result can be expressed the following day.