

## Great Wolf Lodge – Test Guidelines

### **Step 1: Prepare for Shop:**

- You will be making some required time observations. Please make sure to wear a watch with a second hand.
- You **MAY NOT** have **children** with you during these shops. If you want to, you may take one adult guest with you to sit with you during the sit down meal. You can place the order for one meal, conduct the shop in its entirety, reveal the shop, then leave your guest there to eat and finish the meal while you conduct the rest of the shops. Note that there are two sit down meals at the lodges.
- Please **carry a bag** with you to the lodge, so that you can carry the prizes and mystery shop paperwork out of the view of the lodge employees.
- You will be required to perform ALL THREE or FOUR mystery shops in one lodge visit (depending on the lodge). In order for all of the information to stay fresh in your mind, please print copies of the survey before your mystery shop assignment. Please BE DISCREET and, after each shop, find a secluded spot (such as the restroom) to note observations before moving on to the next shop assignment. Please make sure to **note the time that the mystery shop occurred, as well as the server's name/description**.
- **Receive delivery of shop materials via FedEx.** FedEx will NOT deliver to PO Boxes. You must have a physical address (listed in your Compass profile) and you must be home to sign for the package. Since you will be assigned multiple mystery shops to be conducted in one day, all of your materials for that day's worth of shops will arrive in the same FedEx package.
- **You MUST update your profile with the correct shipping address.**

#### **For EACH SHOP, you will receive:**

- (1) \$25 Coca-Cola Gift Card. This will be given to the successful CASHIER/SERVER.
- (1) Congratulations Certificate (will be given to the stand supervisor/manager for successful shops)
- (1) Oops Card (will be given to the stand supervisor/manager for unsuccessful shops)
- (1) Prize Confirmation Form (will be signed by the stand supervisor/manager for successful and unsuccessful shops)

#### **For EACH LODGE'S worth of shops, you will receive:**

- (1) Return Envelope with return FedEx label (complete top portion of the return label when returning prizes)
- (1) Confero Return Packing Invoice (will be used when returning unused prizes)
- (38) \$5 Coca-Cola Gift Cards. These will be given to the Supervisor/Manager to give to the employees on duty at the successful locations. The 38 cards are for ALL FOUR shops, to be divided among the employees on duty on at the time of the shop.

### **Lodge Configuration – Getting into the Water Park:**

Each lodge is set up differently. All of them will have restaurants or snack bars that are accessible from the lobby that you can get to without being a guest of the lodge. You will be able to shop these locations without a pass. You can take a guest and leave them in the restaurant to eat the meal after you have conducted the shop, then you can move on to the other shops. There will be ONE location that requires a pass into the water park. **You will go to the front desk and said "I am with Coca-Cola and there is a wrist-band here for me."** You take that wrist-band and go into the water park to shop the one snack bar that's in the water park. This is just a snack bar, so should only take you ten minutes, max, to conduct the shop and do the reveal. You must get in and get out, you are NOT allowed to stay and play and you will not be allowed a pass for the one adult guest you take for the other restaurant shop.

YES – we know that they may "rat you out" as the mystery shopper. Just go with the flow and pretend you aren't ☺

### **Step 2: Conduct Shop:**

**You must REVEAL the mystery shop as soon as you conduct it! As soon as you have completed the shop and paid for everything, ask to speak with the supervisor/manager on duty for that location and reveal the shop immediately. Do not wait to conduct all shops before revealing them.** Again, we know the employees might warn the others that you're the mystery shopper.... Just go with the flow. Great Wolf is aware of this and we can just pretend you aren't at each location until you reveal that you are ☺

Location	Required Initial Order	All locations MUST:	Wait for....
<b>Spirit Island</b> Klondike Café at Sandusky Wolf's Den at Wisconsin Dells	Order ONE food item	<b>OFFER A FRIENDLY GREETING, AND .....</b>	Suggestive sell of Great Wolf Lodge Sipper Cup
<b>Bear Paw WITH Freestyle</b> (Grapevine, Concord, Grand Mound, Wisconsin Dells, Poconos, Williamsburg, Mason)	Order ONE food item		Suggestive sell of a beverage/Freestyle Machine
<b>Bear Paw WITHOUT Freestyle</b> (Sandusky, Kansas City, Traverse City)	Order ONE food item		Suggestive sell of Great Wolf Lodge Sipper Cup
<b>Loose Moose/Lumber Jack</b>	Order a food item off the menu		Suggestive sell of a Coca-Cola beverage ( <b>AND</b> later during the shop, a free refill) You must sit there long enough and drink enough of your drink to wait for and be offered a refill!!!
<b>Camp Critter/Gitchagoomie Grill</b>	Order a food item off the menu		Suggestive sell of a Coca-Cola beverage (AND later during the shop, a free refill) You must sit there long enough and drink enough of your drink to wait for and be offered a refill!!!

### Shop Details

#### SNACK BAR/QUICK SERVICE:

**You will order one food item and nothing else.** You then wait/allow the server time to sell you the required upsell (see above, it's based on location). Ordering anything other than one food item is **Not Permitted** and will negatively impact the evaluation process. **Do not use phrases like "that's all" OR "All I want is". This will not allow the server the opportunity to up-sell.**

**SUCCESS IS A FRIENDLY GREETING AND THE UPSELL DEFINED ABOVE – PLEASE SEE THE CHART FOR EACH LOCATION LISTING. IF THEY GREET YOU IN SOME WAY, THAT COUNTS – THIS DOES NOT HAVE TO BE SUPER CHEERY AND OVERBOARD.**

Please note that if the Concession Server offers you the Great Wolf Sipper Cup, you may accept the offer if you want it, but note that reimbursement only covers up to \$12.

**If you chose to accept the Sipper Cup, please HIDE the cup if you have more shops following.**

#### SIT DOWN/MEAL SHOPS:

**You will order ONE FOOD ITEM from the menu. Do NOT order a beverage. 1.** Allow the Server to suggestively sell you a Coca-Cola drink. If they do, you must accept! Ordering anything other than a one food item is **Not Permitted** and will negatively impact the evaluation process. If they do not sell you a Coca-Cola beverage, you may order one if you would like, but the shop is not successful.

**When you place your food order, do not use phrases like "that's all" OR "All I want is". This will not allow the server the opportunity to up-sell.**

**If the Server offered you a Coca-Cola beverage (which you must accept) you must then drink enough of it and wait long enough for them to 2. offer you a refill on that drink.**

**SUCCESS IS DEFINED AS A FRIENDLY GREETING AND A SUGGESTED UP-SELL TO A COCA-COLA BEVERAGE AND A REFILL ON THAT DRINK. IF THEY GREET YOU IN SOME WAY, THAT COUNTS – THIS DOES NOT HAVE TO BE SUPER CHEERY AND OVERBOARD.**

#### Revealing

**As you complete each shop,** ask for the location supervisor/manager/person in charge.

- Introduce yourself to the location supervisor/manager as a mystery shopper on behalf of Coca-Cola and Great Wolf Lodge. Be sure to present yourself in a positive manner. You are representing Coca-Cola and must remain professional at all times.
- Your role is to tell the supervisor/manager whether or not the mystery shop was successful. Your role is NOT to comment about the customer service or quality of food.
- Ask the supervisor/manager to provide the information required on the Prize Confirmation Form (full name of the employee who served you, manager's full name, and location information). Have the supervisor/manager sign the form.