

## Service

Engaged, empowered, customer obsessed employees delivering outstanding Customer Experience

Drive-thru	Points	Additional information to help assess question:
<p><b>S1-US Order:</b> Employees interact with guests in a prompt, friendly, and effective manner, and provide clear instructions.</p> <ul style="list-style-type: none"> <li><input type="radio"/> employees not providing a digital prompt</li> <li><input type="radio"/> guests not greeted or not greeted by name (for digital customers)</li> <li><input type="radio"/> guests not greeted promptly</li> <li><input type="radio"/> employees not friendly</li> <li><input type="radio"/> order not verified for accuracy</li> <li><input type="radio"/> guests being interrupted</li> <li><input type="radio"/> condiments not entered into POS to assist order assembly team</li> <li><input type="radio"/> Mobile Order &amp; Pay (MOP): employees do not know how to recall mobile orders</li> <li><input type="radio"/> audio quality is poor</li> <li><input type="radio"/> not providing clear instructions</li> <li><input type="radio"/> other</li> </ul>	4	<p><b>Observe</b> if employees are authentic, <b>greeting digital customers by name</b>, connecting with the guest and attentive to their needs. <b>Note that not one specific digital prompt is required.</b></p> <p>Note: the order-taking principles will apply, regardless of DT configuration (e.g., HHOT, Auto-greeter, etc.).</p> <p>Observe if employees are providing clear instructions to guests, if needed/appropriate.</p>
<p><b>S2-US Pay:</b> Employees interact with guests in a prompt, friendly, and effective manner, and provide clear instructions.</p> <ul style="list-style-type: none"> <li><input type="radio"/> guests not greeted or not greeted by name (for digital customers)</li> <li><input type="radio"/> guests not greeted promptly</li> <li><input type="radio"/> not following proper cashless procedures</li> <li><input type="radio"/> receipt not given</li> <li><input type="radio"/> employees not aware of Linked Payment</li> <li><input type="radio"/> coin changer not used</li> <li><input type="radio"/> employees not providing clear instructions</li> <li><input type="radio"/> other</li> </ul>	4	<p><b>Observe</b> if employees are authentic, connecting with the guest and attentive to their needs.</p> <p>Observe if employees are providing clear instructions to guests, if needed/appropriate. These may include how to use cashless/contactless, outside cash, etc.</p>
<p><b>S3-US Assemble:</b> Orders are assembled correctly, once items are ready.</p> <ul style="list-style-type: none"> <li><input type="radio"/> order assembled before all items are ready or not assembled in proper order</li> <li><input type="radio"/> bags and Happy Meals are not kept open for checking</li> <li><input type="radio"/> orders not positioned/grouped properly in the correct sequence on Drive-thru cart</li> <li><input type="radio"/> clear and timely instruction not provided to presenter for pull forward</li> <li><input type="radio"/> Pick n' Go assembly not followed correctly</li> <li><input type="radio"/> other</li> </ul>	4	<p>If using Pick n' Go, correct procedures are followed – Assembly system that increases the capacity of the Runner during high volume. PICK the sandwiches, then bump the order and GO, taking the Pick Ticket and the bag or tray with them.</p>
<p><b>S3-US-01 Assemble:</b> Orders are checked for accuracy including condiments, sauces, utensils, napkins, and straws; all items are received.</p> <ul style="list-style-type: none"> <li><input type="radio"/> orders not checked to ensure accuracy</li> <li><input type="radio"/> missing food/beverage items</li> <li><input type="radio"/> missing condiments, sauces, utensils, napkins and straws</li> <li><input type="radio"/> other</li> </ul>	4	<p>Observe that orders are checked against the drive-thru monitor to ensure that the correct food and beverages, including the accurate number of condiments, sauces, utensils napkins, and straws are included in all orders. Check that employees are verifying grill slips for special orders and McCafé beverages against pick ticket. Observe correct orders are received (including sizes, flavors, and grill orders).</p>
<p><b>S4-US Present:</b> Orders are presented correctly, employees are friendly and attentive, and provide clear instructions, with cars pulled forward as appropriate, explaining the 3 W's (why/wait/where).</p> <ul style="list-style-type: none"> <li><input type="radio"/> guests not greeted or promptly greeted</li> <li><input type="radio"/> orders not double-checked for accuracy</li> <li><input type="radio"/> cars not pulled forward timely or explained why/wait/where</li> <li><input type="radio"/> pull forward runner not identified or used</li> <li><input type="radio"/> orders with two or more beverages not served in a carrier</li> <li><input type="radio"/> orders bumped before the last item is delivered to the customer</li> <li><input type="radio"/> other</li> </ul>	4	<p>Orders are to be <b>bumped</b> (removed from the monitor) when the last item is delivered to the customer, unless the car is pulled forward, in which case they should be held.</p>
<p><b>S5-US Farewell:</b> Guests are politely thanked and provided a genuine/personalized farewell.</p> <ul style="list-style-type: none"> <li><input type="radio"/> guests not provided a polite thank you</li> <li><input type="radio"/> guests not provided a genuine/personalized farewell</li> <li><input type="radio"/> not attentive to guests</li> <li><input type="radio"/> tone not friendly/polite</li> <li><input type="radio"/> not making eye contact</li> <li><input type="radio"/> not communicating effectively</li> <li><input type="radio"/> other</li> </ul>	4	<p>Observe that employees are thanking guests in a polite manner and providing a genuine farewell comment.</p>

<b>S6-US</b>	<b>Speed of service - Order End to Present End (OEPE):</b> ≤120 seconds for the hours matching the evaluation. <input type="radio"/> OEPE above 120 seconds	4	Average OEPE should be recorded from the POS for the hours matching the evaluation (from the time assessment begins until it is completed).
<b>In Restaurant</b>			
<b>S8-US</b>	<b>Order &amp; Pay:</b> Employees interact in a friendly and effective manner, including Mobile Order & Pay (MOP), and provide clear instructions when needed. <input type="radio"/> guests not greeted or not greeted by name (for digital customers) <input type="radio"/> Front Counter: digital prompt not being provided <input type="radio"/> guests not greeted promptly <input type="radio"/> guests being interrupted <input type="radio"/> employees not friendly <input type="radio"/> condiments not entered into POS to assist order assembly team <input type="radio"/> receipt not given <input type="radio"/> Mobile Order & Pay (MOP): employees do not know how to recall mobile orders <input type="radio"/> employees not providing clear instructions <input type="radio"/> other	4	Additional information to help assess question: <b>Observe</b> if employees are authentic, greeting digital customers by name, connecting with the guest and attentive to their needs. <b>Note that not one specific digital prompt is required.</b>
<b>S9-US</b>	<b>Kiosk:</b> All kiosks are in full working order, including receipt printers, card readers, scanners, table tents, and table locator screen. <input type="radio"/> receipt printer not working <input type="radio"/> table tent not available or in good repair <input type="radio"/> card reader not working <input type="radio"/> scanner not working <input type="radio"/> other	4	Low-tech table tents are approved for certain restaurants that meet the criteria.
<b>S10-US</b>	<b>Assemble:</b> Orders are assembled correctly, once all items are ready. <input type="radio"/> order assembled before all items are ready or not assembled in proper order <input type="radio"/> order not assembled in fashion to enable ease of presentation <input type="radio"/> 'pick and go' assembly not followed correctly <input type="radio"/> out of sequence assembly not utilized <input type="radio"/> items not assembled in the right sequence <input type="radio"/> Table Service: employees not identifying orders <input type="radio"/> Table Service: required condiments not included <input type="radio"/> other	4	If using Pick n' Go, correct procedures are followed – Assembly system that increases the capacity of the Runner during high volume. PICK the sandwiches, then bump the order and GO, taking the Pick Ticket and the bag or tray with them. Ease of presentation: i.e. balance items on the tray, center entrees, stand fries up, and lean them against the entrees to prevent spills, beverages/desserts should be on the opposite side from the french fries.
<b>S10-US-01</b>	<b>Assemble:</b> Orders are checked for accuracy (including condiments, sauces, utensils, napkins, and straws for Table Service); all items are received. <input type="radio"/> orders not double checked for accuracy <input type="radio"/> missing food/beverage items <input type="radio"/> missing condiments, sauces, utensils, napkins and straws <input type="radio"/> other	4	Observe that orders are checked against the monitor to ensure that the correct food and beverages, including the accurate number of condiments, sauces, utensils napkins, and straws are included in all Table Service orders. Check that employees are verifying grill slips for special orders and McCafé beverages against pick ticket. - Observe correct orders are received (including sizes, flavors, and grill orders).
<b>S10-US-02</b>	<b>Assemble (Table Service):</b> Filled drinks are provided for Table Service orders. <input type="radio"/> Table Service: not providing filled drinks <input type="radio"/> other	Y/N	Note that filled drinks are to be provided for all Table Service orders. The only time a customer receives an empty cup is when all three of the following situations occur in a restaurant: the order is to go, the pick-up point is front counter, and the restaurant has a Self-Serve Beverage Bar or Freestyle Beverage System. This question only applies to table service assessment, and otherwise should be marked as N/A.
<b>S11-US</b>	<b>Present:</b> Orders are presented correctly, presenter friendly, with condiments readily available (in apron, cart, tray, caddy, etc.), and asking guests if they have everything they need. <input type="radio"/> guests not greeted or not greeted by name (for digital customers) <input type="radio"/> guests not greeted promptly <input type="radio"/> order not neatly presented <input type="radio"/> Table Service: presenter did not have condiments readily available <input type="radio"/> Table Service: presenter not checking if guests have everything they need <input type="radio"/> Table Service: no system for locating Table Service orders <input type="radio"/> orders bumped before the last item is delivered to the customer <input type="radio"/> other	4	Orders are to be served (removed from the monitor) when the order is assembled with the boxed/wrapped sandwiches and all other items ready.

<b>S12-US</b>	<p><b>Farewell:</b> Guests are politely thanked and provided a genuine/personalized farewell.</p> <ul style="list-style-type: none"> <li><input type="radio"/> guests not provided a polite thank-you</li> <li><input type="radio"/> guests not provided a genuine/personalized farewell</li> <li><input type="radio"/> not attentive to guests</li> <li><input type="radio"/> tone not friendly/polite</li> <li><input type="radio"/> not making eye contact</li> <li><input type="radio"/> not communicating effectively</li> <li><input type="radio"/> other</li> </ul>	4	Observe that employees are thanking Guests in a polite manner and providing a genuine farewell comment.
<b>S13-US</b>	<p><b>Speed of service - Receipt to Present (R2P):</b> ≤90 seconds for the hours matching the evaluation.</p> <ul style="list-style-type: none"> <li><input type="radio"/> R2P above 90 seconds</li> <li><input type="radio"/> other</li> </ul>	4	Average R2P should be recorded from the POS for the hours matching the evaluation (from the time assessment begins until it is completed).
<b>Delivery</b>		Additional information to help assess question:	
<b>S16-US</b>	<p><b>Assemble:</b> Pick ticket/delivery monitor is used to assemble the order, check the order contents, and coordinate where multiple bags are required.</p> <ul style="list-style-type: none"> <li><input type="radio"/> pick ticket/delivery monitor not used to assemble order</li> <li><input type="radio"/> pick ticket/monitor not used to check the complete order contents</li> <li><input type="radio"/> pick ticket/delivery monitor not available</li> <li><input type="radio"/> other</li> </ul>	4	
<b>S17-US</b>	<p><b>Assemble:</b> Fresh french fries are used and placed in the bag when the rest of the food is ready.</p> <ul style="list-style-type: none"> <li><input type="radio"/> fresh fries not always used</li> <li><input type="radio"/> fries placed in the bag before the rest of the food is ready</li> <li><input type="radio"/> other</li> </ul>	4	
<b>S18-US</b>	<p><b>Assemble:</b> Orders are assembled effectively using correct packaging items and correct sealing procedures followed for food and beverages, considering order size and use of multiple bags.</p> <ul style="list-style-type: none"> <li><input type="radio"/> orders being assembled at OAT or HLZ area causing congestion/confusion</li> <li><input type="radio"/> bags not sealed correctly to prevent tamper issues</li> <li><input type="radio"/> orders not packaged correctly</li> <li><input type="radio"/> not using correct packaging items</li> <li><input type="radio"/> other</li> </ul>	4	See Delivery packaging guidelines
<b>S19-US</b>	<p><b>Assemble:</b> Orders are checked for accuracy including condiments, sauces, utensils, napkins and straws; all items are within bags.</p> <ul style="list-style-type: none"> <li><input type="radio"/> orders not double checked for accuracy</li> <li><input type="radio"/> missing food/beverage items</li> <li><input type="radio"/> missing condiments, sauces, utensils, napkins and straws</li> <li><input type="radio"/> other</li> </ul>	4	<p>Observe that employees are checking orders against pick ticket. Verify <u>one</u> order for accuracy (including correct number of condiments, sauces, utensils, napkins, and straws) against pick ticket/monitor. Correct number of ketchup packet(s) should be included with every order of fries.</p> <p><b>Note: Due to local municipality requirements/restrictions in some markets, items such as condiments, utensils, etc. need to be requested as part of the ordering process. If items are not requested and not included, the restaurant should meet the standard.</b></p>
<b>S20-US</b>	<p><b>Present:</b> Orders are presented and employees are friendly and attentive <b>to the couriers</b>, with pick tickets attached to bags and, for orders with multiple bags, numbers written on every bag (e.g. 1 of 2, 2 of 2) to check order number on courier device.</p> <ul style="list-style-type: none"> <li><input type="radio"/> courier not provided a genuine/sincere welcome and thank-you</li> <li><input type="radio"/> not attentive to couriers</li> <li><input type="radio"/> pick ticket not visibly attached to bag</li> <li><input type="radio"/> bag numbers not written on bags for orders with multiple bags</li> <li><input type="radio"/> pick ticket not used to validate the correct order number with courier</li> <li><input type="radio"/> order number not checked on courier device</li> <li><input type="radio"/> other</li> </ul>	4	

Curbside		Additional information to help assess question:
<b>S21-US-01</b>	<p><b>Messaging:</b> Curbside <b>spaces</b> are clearly signposted, easily identifiable, and <b>positioned near restaurant entrance doors.</b></p> <ul style="list-style-type: none"> <li><input type="radio"/> Curbside <b>spaces</b> not signposted</li> <li><input type="radio"/> Curbside <b>spaces</b> not easily identifiable</li> <li><input type="radio"/> signage damaged</li> <li><input type="radio"/> signage not placed correctly</li> <li><input type="radio"/> other</li> </ul>	<b>2</b>
<b>S21-US-02</b>	<p><b>Assemble:</b> Orders are assembled correctly, once items are ready.</p> <ul style="list-style-type: none"> <li><input type="radio"/> order assembled before all items are ready or not assembled in proper order</li> <li><input type="radio"/> Pick n' Go assembly not followed</li> <li><input type="radio"/> other</li> </ul>	<b>2</b>
<b>S21-US-03</b>	<p><b>Assemble:</b> Pick ticket/monitor used to assemble the order, check the order contents and coordinate where multiple bags are required, with pick ticket attached to exterior of bag to ensure accuracy.</p> <ul style="list-style-type: none"> <li><input type="radio"/> pick ticket/monitor not used to assemble order</li> <li><input type="radio"/> pick ticket/monitor not used to check the complete order contents</li> <li><input type="radio"/> pick ticket not visibly attached to exterior of the bag</li> <li><input type="radio"/> other</li> </ul>	<b>2</b>
<b>S21-US-04</b>	<p><b>Assemble:</b> Orders are checked for accuracy including condiments, sauces, utensils, napkins, and straws; all items are received.</p> <ul style="list-style-type: none"> <li><input type="radio"/> orders not double checked for accuracy</li> <li><input type="radio"/> missing food/beverage items</li> <li><input type="radio"/> missing condiments, sauces, utensils, napkins and straws</li> <li><input type="radio"/> other</li> </ul>	<b>2</b>
<b>S21-US-05</b>	<p><b>Present:</b> Orders are presented correctly, presenter friendly, with condiments readily available (in apron, cart, tray, caddy, etc.), and asking guests if they have everything they need.</p> <ul style="list-style-type: none"> <li><input type="radio"/> guests not greeted or greeted <b>by name</b></li> <li><input type="radio"/> guests not asked if they have everything they need</li> <li><input type="radio"/> presenter did not have condiments readily available</li> <li><input type="radio"/> designated person to take out Curbside orders not identified or used</li> <li><input type="radio"/> other</li> </ul>	<b>2</b>
<b>S21-US-06</b>	<p><b>Farewell:</b> Guests are politely thanked and provided a genuine/personalized farewell.</p> <ul style="list-style-type: none"> <li><input type="radio"/> guests not provided a polite thank-you</li> <li><input type="radio"/> guests not provided a genuine/personalized farewell</li> <li><input type="radio"/> not attentive to guests</li> <li><input type="radio"/> tone not friendly/polite</li> <li><input type="radio"/> not making eye contact</li> <li><input type="radio"/> not communicating effectively</li> <li><input type="radio"/> other</li> </ul>	<b>2</b>
<b>Hospitality</b>		<b>Additional information to help assess question:</b>
<b>S24-US</b>	<p><b>Connect:</b> Employees are actively supporting the customer journey and interacting with guests in a polite and friendly manner (eye contact, friendly tone, polite, attentive, and sincere).</p> <ul style="list-style-type: none"> <li><input type="radio"/> not actively looking for opportunities to connect with customers</li> <li><input type="radio"/> not assisting customers with Kiosk orders</li> <li><input type="radio"/> not offering assistance with Mobile Order &amp; Pay</li> <li><input type="radio"/> not directing customers</li> <li><input type="radio"/> not presenting a neat and clean appearance</li> <li><input type="radio"/> uniforms are not clean and in good condition</li> <li><input type="radio"/> tone not friendly/polite</li> <li><input type="radio"/> no eye contact</li> <li><input type="radio"/> not communicating effectively</li> <li><input type="radio"/> other</li> </ul>	<b>4</b>
<b>S25-US</b>	<p><b>Environment:</b> The overall environment of the restaurant makes for a comfortable and welcoming experience with family amenities.</p> <ul style="list-style-type: none"> <li><input type="radio"/> background music not working/not at appropriate volume</li> <li><input type="radio"/> television(s) with sound on do not have the subtitles feature enabled</li> <li><input type="radio"/> restaurant temperature too hot or cold</li> <li><input type="radio"/> dining area/restrooms not fresh-smelling</li> <li><input type="radio"/> lighting too bright or too dim</li> <li><input type="radio"/> highchairs not available</li> <li><input type="radio"/> condiment bar not well-stocked</li> <li><input type="radio"/> Happy Meal merchandiser not in place/current</li> <li><input type="radio"/> other</li> </ul>	<b>4</b>

If using Pick n' Go, correct procedures are followed – Assembly system that increases the capacity of the Runner during high volume. PICK the sandwiches, then bump the order and GO, taking the Pick Ticket and the bag or tray with them.

Observe that orders are checked against the monitor to ensure that the correct food and beverages, including the accurate number of condiments, sauces, utensils napkins, and straws are included. Check that employees are verifying grill slips for special orders and McCafé beverages against pick ticket. Observe correct orders are received (including sizes, flavors, and grill orders).

Throughout the visit, observe connect points on the journey (from start to finish from the customer’s point of view), not just ordering or pick-up.

Assess the overall environment (e.g., background music working and at the proper volume, restaurant temperature at a comfortable level, dining area and restrooms smell fresh, lighting not too bright or dim, high chairs available, condiment bar well-stocked, Happy Meal merchandiser in place/current, etc.).

Note: a TV and/or music (ADA requirements call for closed captioning to be enabled if TV sound is turned on).

