We talk about delivering great service and taking care of our Guests everyday. So, how do we know if we are doing a great job? Dave & Buster’s has developed a survey that we invite our Guests to take so that they can let us know! Each day of training we will review a different section so by the time we finish, you'll know it all!

Guest Pulse is a Guest Satisfaction Survey that we invite our Guests to take after visiting us. An outside vendor (Mindshare), gathers all of their feedback and generates reporting for us.

To Encourage the Guest’s Return, that’s why! Some questions help us determine what menu items we should carry, and others help us understand where we’ve dropped the ball or knocked it out of the park! It’s about celebrating what we do great, and finding ways to improve what needs improving.

**WHAT IS GUEST PULSE?**

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**WHY DO WE SURVEY?**

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**SO, WHAT’S OUR OVERALL GOAL?**

At the end of the day you may wonder…what are we working toward? What’s our goal? It’s simple! We want our Guests to have an overall great experience, return soon, and tell their friends and family about us. It sounds so easy, but it takes the whole team working together every day to succeed. So, it starts with you! What are some ways you can impact these 3 areas?

**SERVICE CATEGORIES**

Service is one of the deciding factors on where Guests choose to spend their money. We can have great food, drinks, and games, but if we don’t have great Guest service none of that matters. Since “service” is such a huge category, we’ve broken it down into 3 things our Guests have told us are important to them. It doesn’t matter which department you work in, these apply to all of us. So, tell me…how do you think you can rock these out?

**ACTIVITY TIME**

<table>
<thead>
<tr>
<th>#1 Where does your store keep your current score posted?</th>
<th>#2 What are your store’s % GOALS for each of these areas?</th>
<th>#3 What are some ways you can AMP up the Service Experience?</th>
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</thead>
<tbody>
<tr>
<td></td>
<td>Overall Experience</td>
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<td>Intent to Return</td>
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<td>Intent to Recommend</td>
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<td>Attentive Service (Dining &amp; Bar)</td>
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<td>Speed of Service (Dining &amp; Bar)</td>
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<td></td>
<td>Friendliness of Staff</td>
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</tbody>
</table>
On top of the hottest games and rockin’ service, we actually serve food and drinks? Of course we do! Our Food & Beverage department works hard to stay up on the newest trends in the industry today, so it’s important that we get our Guests’ feedback, as well! After all, our menu isn’t just for employee meals, is it?

BEVERAGE CATEGORIES
Ice cold, thirst quenching, refreshing, tasty, bubbly, yummy, delicious...thirsty yet? Us too! Our menu includes a little bit of something for everyone, from kids to adults. When our Guests order drinks in our stores they have some very basic requests...they want it to taste the way they expect it to, made with the best ingredients, and in their hands as quickly as possible. What are some ways you can make this happen?

FOOD CATEGORIES
We know what our Guests want to drink, but what about to eat? Just like our beverages, Guests expect their food to come out just the way they ordered it, taste the way they expect it to, made with the best and freshest ingredients, and for hot food to be hot and cold food to be cold. Just like you want it, right? So, how can we make that happen for our Guests? What are some steps you can take?

#1 How does your store handle great Guest Pulse alerts?

#2 What are your store’s % GOALS for each of these areas?

Prepared Correctly
Quality of Food
Quality of Bev
Food Temperature

#3 What can you do to AMP up the Food & Beverage experience?
Our Midway is what separates us from everyone else in the industry, and maybe that’s why we’ve dedicated over 30-50% of our FOH to it! It’s not just about what games we offer…it’s also about the prizes they can win and our people that help them, too! All of these together MAKE the Midway Experience.

Some Guests play games just for the games, others have their eye on something special in the Winner’s Circle! We are so cool that we offer something for everyone...and we do mean everyone! When our Guests hit the Winner’s Circle they expect 2 things: to find something they want and smiling, friendly employees to help them out and answer their questions. Practice your Engage and Develop skills to Guide the Guest to the perfect item!

It doesn't matter if it’s racing, dancing, or trying to knock coins off a ledge...the Midway brings out the kid in all of us! When Guests come in, their wants are easy: to find a game they want to play...that works. Do you remember what it was like to play with your favorite toy only to have it stop working? Bummer, right? That’s how our Guests feel when our games break down, so it’s important to keep them up and running!

What can you do to help keep out Guests playing all day?

- Prize Selection
- Friendly Staff
- Games Working
- Game Variety

What are your store’s % GOALS for each of these areas?

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<tr>
<th>Prize Selection</th>
<th>Friendly Staff</th>
<th>Games Working</th>
<th>Game Variety</th>
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</thead>
</table>

#1 How does your store handle not-so-great Guest Pulse alerts?

#2 What are your store’s % GOALS for each of these areas?

#3 How can you AMP the Fun in the Midway and deliver an amazing experience?
What is Value?
Value is defined as the benefit the Guest receives minus the price they must pay. In today’s economy, the Guest’s perception of value is usually the key decision on where they spend their hard earned money and time. Let them know about promotions and deals and deliver a WOW experience that adds to their overall experience and their perception of value. We all want bang for our buck, right?

CLEANLINESS
This one thing, above all else, is one of our Guests’ most important expectations. Many feel that the overall cleanliness of our FOH is in direct correlation to the cleanliness of our BOH…and no one wants food from a dirty kitchen! It is so important that many cities go so far as to announce scores on the late night news! It doesn’t matter how great our food, drink, games, or people are…if we don’t have a clean and safe building they just won’t come in. So, what system do we have in place to keep our building clean and safe?

VALUE
Now that you know what value is, how can you boost the Guests’ perception of value? What can we do to deliver on the WOW? Remember, it’s not just a price tag…it’s the whole experience from the front door and back again!

ACTIVITY TIME
#1 What’s the importance of the Core 4?
#2 What are your store’s % GOALS for each of these areas?
#3 What are some ways YOU can show Value to our Guests?

<table>
<thead>
<tr>
<th>Overall Cleanliness</th>
<th>Food Value</th>
<th>Beverage Value</th>
<th>Midway Value</th>
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