



## Policy

Title of Procedure	SOP Number	Effective Date	Number of Pages
Guest feedback	OPS030623v3.2	OPS061024	2

### APPROVAL BLOCK

Approvals	Title	Date and Initials
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Reviewed By: Arvey Tambunan	VP of OPS	
Approved By: Tanner Luce	Dir of the West	

#### Purpose

Detail the Company's guest feedback policy.

#### Scope

This document is intended for the Operations team and Guest feedback manager.

#### Required Documents

- Related training materials
  - Fast track VOC
  - Atlas email
  - JJ's response example
  - Atlas Guest Feedback Portal

#### Policy

1. All guest feedback must be responded to within 2 business days.
2. There are 3 feedback channels.
  - a. VOC / Qualtrics
    - i. Loyalty customers receive a survey after each visit asking them to rate accuracy, speed, cleanliness, taste, and service.
    - ii. The GFM will respond to ALL surveys, however, both the GFM and district manager will receive notifications.
  - b. Jimmy John's call ins and emails
    - i. Customers can provide feedback directly to JJ's via phone, email, or on the website. This feedback is then forwarded to the company.
    - ii. The feedback is prioritized. Low & Medium priority feedback is remediated by JJ's (Inspire team) by providing guests with a minor coupon equivalent to the mistake.
    - iii. For nonloyalty customers, the store level manager will apply a credit through the store account via customer phone number.
    - iv. **All high priority feedback needs to be handled by the franchisee.**
      1. ALL feedback will be loaded into the Atlas Guest Feedback Portal.
      2. See chart below for the various types of feedback
      3. You have 48 hours business day to respond on Atlas Guest Feedback Portal by DM & GM
        - a. To make things easier we do not require a reply all to the original email from Inspire.
    - v. Rude Service
      1. ALL Rude service feedback will be loaded onto the Rude Service List
      2. Rude service feedback cases must be closed out within 2 business days by the

operations team.

3. Zero tolerance for Rude Service
  - a. Immediate termination for rude service that is severe
  - b. Rude service complaints will be thoroughly investigated by both the GM and DM to include interviewing the customer, the team, and viewing camera footage. Once the investigation is complete the DM needs to update Monday.com.

vi. Order Issues

1. High priority OI must be closed out on Monday.com within 2 business days by the operation team.
2. Low & medium priority will be taken care of by the Inspire team.
3. Any stores that have 3 or more OI need to complete AAP Evals to ensure their stores are meeting Atlas standards. [AAP Eval](#)
  - a. If the store has 3 or less OI the following period they don't need to use AAP

vii. Out of products

1. OOP Feedbacks will be loaded onto the OOP List and the proper dropdown options must be selected.

c. Any guest feedback platforms not available for all markets will be used for managerial purposes but excluded from bonuses.

3. Methods of Remediation

a. Loading a loyalty account

- i. This should always be the first method to offer the customer as a sign of an apology since it can be used at any JJ's and is the most efficient.
  1. A DM or GFM can request JJ's to "load" an item into a customer's loyalty account by emailing [jjimmyjohns@inspire.com](mailto:jjimmyjohns@inspire.com).
    - a. If the DM makes a request directly, he/she must cc the GFM and the GFM can mark the case as closed.

b. Atlas digital coupon

- i. If the customer does not have a loyalty account, the GFM can provide a digital coupon that's good for 5 days.
- ii. Coupons are only available for in-store redemption and only valid for 5 days at an Atlas owned and operated location.

c. Refunds

- i. Refunds should only be made when the guest requests a refund. However, there are cases where a refund should not be issued even when requested by a guest. For example, if a guest demands a refund because the sandwich did not contain enough meat. On the other hand, if the company failed to deliver a sandwich or forgot a sandwich, a refund should be issued.
- ii. All refunds must be executed via [Atlaswe.com](#) - [CC Refund Policy](#)

4. Guest Feedback Chart

	Jimmy John's Feedback		
All Priority Level	Sandwich Made Wrong, Sandwich Issue, Cleanliness, Missing Item	OOP / Rude Service	All Others
Required Action	Mgmt needs to respond	Dir. and VP oversight regarding response and review	GFM responds

	Qualtrics		
Priority Level	High	Med	Low
Required Action	GFM responds / Mgmt Reviews	GFM responds / Mgmt Reviews	GFM responds / Mgmt Reviews

	Yelp		
Priority Level	High	Med	Low

Required Action	GFM responds / Mgmt Reviews	GFM responds / Mgmt Reviews	GFM responds / Mgmt Reviews
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