



SALES TECHNIQUES CRITICAL POINTS

Operating procedures
IND-TRA-OP-STCP-00

CINÉPOLIS

Revision 00: July 8, 2014.

Cancel and replaces: None.

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Signature sheet

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1. Process description

Objective

The objective of this audit tool is aligning the set of processes enabling the areas assessed.

Frequency

How often you should apply this assessment is at least once a month, all sets of the brand Cinépolis.

Application schedule

This evaluation can be applied between one and two hours before the first show time, depending on the cinema size and number of business on it






People involved in the Audit¹

During application of the tool is necessary the presence of the Regional Manager, General Manager and or the Manager in charge of the cinema.



Method of Evaluating

The tool is applied across different types of verification. If the cinema meets the criteria, it must qualify with a "YES", otherwise "NO" and when the situation does not apply a "NA". If the Regional Manager becomes aware that there has been no real follow up about the findings identified in past interventions, or detect a serious deviation may further punish the foul with 5 points.

The symbols used in this document to determine the method of review is as follows:





	Visual verification.
	Oral verification.
	Hearing verification.
	Verification of records.
	Verification time base.







¹ If it is found that this audit tool is not applied correctly and under the criteria established, those involved will be punished through an administrative act or penalty of their variable compensation.







	Check on the computer system.
	Verification by calculation or analysis.





2. Critical points







2.1. Concessions & Coffee Tree





Review method	Sample size	Criteria	Reference
	<p>3 transactions</p>	<p>1. That the employee at concessions/CT do a visual contact with the patron and greeted him according to the time of the day/correctly: Verify:</p> <ul style="list-style-type: none"> • That the cinepolite greets the patron as per the time of the day. “Good morning/afternoon/evening, welcome to cinepolis”. • That the cinepolite offers to help. Note: 1: Exact line to be used: “Good morning/afternoon/evening, welcome to cinepolis, how may I help you”. • Listen and visually verify minimum 3 transactions each way. 	
	<p>3 transactions</p>	<p>2. That the employee at concessions/CT inform the patron of minimum 1 promotion running at the site: Verify</p> <ul style="list-style-type: none"> • That the cinepolite proactively informs the patron about the promotion running at the site (minimum 1 promotion). • That the cinepolite knows the promotions running at the site at concessions/CT. 	







Review method	Sample size	Criteria	Reference
	<p>3 transactions</p>	<p>3. Having taken the order, did the order taker maximise the sales by upselling (showing the bigger sizes) to the bigger product: Verify</p> <ul style="list-style-type: none"> • That the cinepolite upsells minimum 1 product of the order given by the guest. • That upselling is done for either of the 3 things i.e. size, accompaniment, product. <p>Note: upselling is done by showing the bigger size of the product as compared with the smaller one, emphasising on the value for money. Lines used could be, " would that be a large size, by paying just Rs. 10/- extra, you can get an extra 300 ml.</p>	
	<p>100 %</p>	<p>4. That the employee have enough change to return to the patron:</p> <ul style="list-style-type: none"> • Verify that all the cinepolite have the change of all denominations to return to the patron at all the time. 	
	<p>100 %</p>	<p>5. That the employee confirm with the patron the total amount to be paid: Verify</p> <ul style="list-style-type: none"> • That the cinepolite reconfirms the total amount with the patron before punching the order. • That the cinepolite reconfirms the order with the patron. <p>Note: Lines could be, Sir/ma'am, you have ordered for....., your total amount for the order is Rs.</p>	





Review method	Sample size	Criteria	Reference
	<p>100 %</p>	<p>6. That the order is assembled according to the set sequence for concessions and CT respectively:</p> <ul style="list-style-type: none"> • Verify that the order is assembled as per the correct sequence i.e.: <ul style="list-style-type: none"> ○ Refreshments i.e. (Packaged water/Cold beverage/sodas). ○ Popcorns. ○ Snacks i.e. (Nachos/Hot Dog). ○ Others i.e. Chocolates/candies. <p>Coffee Tree</p> <ul style="list-style-type: none"> ○ Beverages. ○ Sandwich. ○ Burger. ○ Pastries. 	
	<p>100 %</p>	<p>7. Did the employee confirm the order with the patron and assemble the products aside of the POS:</p> <ul style="list-style-type: none"> • Verify that the order is assembled away from the POS. 	
	<p>100 %</p>	<p>8. That the fountain drink is served with ice up to the pronounced limit:</p> <p>Verify</p> <ul style="list-style-type: none"> • That the cinepolite serves the cold beverages with the glass filled with 1/3rd of ice cubes. • That the ice scooper is kept outside of the ice bin and not inside. • That the cinepolite uses a proper scoop for filling the ice and not the glass directly. • That the cinepolite at no point of time uses his hands to fill ice into the glass. • That the cinepolite knows how much ice to put into the glass for each size of glass. 	





Review method	Sample size	Criteria	Reference
		<p>Note: 1/3rd of the glass or upto to marked line on the glass. (900 ml = 2 scoops, 650 ML: 1&1/2 scoop, 450 Ml= 1 scoop, 300 ml= 3/4th scoop.</p>	
	<p>100 %</p>	<p>9. That the popcorns basket filled using the laddle and holding the basket/tub from the outside and not putting your fingers inside the basket/tub.: Verify</p> <ul style="list-style-type: none"> • That the cinepolite uses a laddle/scoop to fill popcorns. • That the cinepolite does not fill the popcorns directly into the bucket/tub without using the scoop. 	
	<p>100 %</p>	<p>10. That the hot dog is served using tongs in a tray with a napkin: Verify</p> <ul style="list-style-type: none"> • Ask the cinepolite to demonstrate the process of serving the hot dog. • That the hot dog is served with the tongs. • That the cinepolite wears gloves in hands while handling the frankfurter. • That the tongs are kept outside the bun warmer and not inside. • That the hot dog plate is held from the outside and not with fingers from inside. 	





Review method	Sample size	Criteria	Reference
	<p>100 %</p>	<p>11. That the nachos are served with the chesy dip (60 gms) in the nachos container and not on the nachos: Verify</p> <ul style="list-style-type: none"> • That the cheese dip dispenser is calibrated for 1 pump = 30 gms of cheese dip sauce. • That the cinepolite knows how many pumps to dispense with one portion of nachos. • That the cinepolite knows the quantity of cheese dip to be served with a portion of nachos. • That the chesse dip used is not expired. • That the pump does not have the chesse dip sauce ring formed around its neck. 	
	<p>5 different products</p>	<p>12. That all the products sold are within their respective shelf life:</p> <ul style="list-style-type: none"> • Verify that all the products sold are within their respective shelf lives. Randomly check 5 different products. 	
	<p>100 %</p>	<p>13. That the cinepolite offers to help the patron with tray to carry the food on his/her own:</p> <ul style="list-style-type: none"> • Verify that the cinepolite have enough clean trays stored inside the concessions counter required to help the patron in case of needs. 	




Review method	Sample size	Criteria	Reference
	<p>100 %</p>	<p>14. That the employee confirm the total amount to be paid by the patron, did the cashing, mentioning the quantity of money received, leaving the cash received in view of the patron:</p> <ul style="list-style-type: none"> Verify that the cinepolite confirms the order amount to the patron, asks for payment by CC or cash, announce the money received to the patron and returns the change while keeping the money given still in view of the patron. <p>Note: Exact line could be: Sir/maam, total amount of your order is Rs. Would you like to pay by CC/Cash. Sir/Ma'am, you have paid me Rs. X..... Your amount is Rs. Y and your balance is Rs. Z....</p>	
	<p>100 %</p>	<p>15. That the Cinepolite checks for the cash received to be a false note:</p> <p>Verify</p> <ul style="list-style-type: none"> That the cinepolite checks for all the 500 & 1000 ruppee notes for being false notes (if any). That the cinepolite has the false note detector machine (operational) to check the false notes. The cinepolite is trained to check for the false note. 	





Review method	Sample size	Criteria	Reference
	<p>100 %</p>	<p>16. Did the employee hand over to the guest, the bill, the CC slip, the change and parted with the patron in an amicable fashion:</p> <ul style="list-style-type: none"> • Verify that the cinepolite returns the guest copy of the credit card slip along with the food bill. 	
	<p>100 %</p>	<p>17. In case there is a change of shift, the process is done within 10-15 minutes: Verify</p> <ul style="list-style-type: none"> • That there is no change of shift to happen during the interval time. • That the shift change process among the morning and evening shift does not take more than 15 min. 	
	<p>100 %</p>	<p>18. Is the skimming being done within 3 minutes and the POS cash amount not allowed to exceed Rs. 15000/-: Verify</p> <ul style="list-style-type: none"> • That the skimming process is happening as defined by process for concessions. • The cash in the cinepolite drawer and it should not be in excess of the defined limit. 	



Review method	Sample size	Criteria	Reference
	<p>100 %</p>	<p>19. Were enough POS open to cater to every patron within the stipulated time: Verify</p> <ul style="list-style-type: none"> • That enough POS are open to cater to the needs of the patrons at the given time. • That the POS which are not happen should have the, "move to next counter please" sign board. • That if there are more than 5 patrons in a line, next counter should be opened immediately. • That on the weekends all the POS should be operational for maximum operational hours in a day. • Check the POS report from the Vista to ensure that all the POS are being utilised optimally. 	
	<p>100 %</p>	<p>20. That the cinepolites wear their uniform as per the set criteria: Verify</p> <ul style="list-style-type: none"> • That the cinepolite is wearing his/her uniform correctly i.e. Cinepolis t shirt and trouser, black Belt, blackshoes & socks, nametag, cap, apron(where ever required). • That the nails are clipped, ladies wear no extra makeup/jewellery, no rings or arm bands, no tatoos etc. 	

Review method	Sample size	Criteria	Reference
	<p>100 %</p>	<p>21. That the counters and POS maintained in an orderly fashion, cleanly and organised: Verify</p> <ul style="list-style-type: none"> • That the counters are clean & organised. • That there is not any extra or unwanted material/item lying at the counter. • That the counter does not have any loose hindges. • That the counter does not have any loose handles. • That the counter does not have any broken furniture. • That the counter is clean and not having any smudges/dust. • That the monitor screens are clean. 	
	<p>100 %</p>	<p>22. That the condiments station maintained cleanly and in an organised fashion with enough supply's available Verify</p> <ul style="list-style-type: none"> • That the condiments station has the dustbins with liners. • That the station is clean inside out. • That all the containers are clean. • That the station has a proper tag and place of each condiment. • That the tags are in good condition and not torn or coming out. • That the containers are minimum half full at all the times during the operations. • That the glass display of condiments station is nicely displayed and standardised across all sites. • That all the blocks are filled with containers, in case there is an empty bin, it either be closed or filled with containers. 	





Review method	Sample size	Criteria	Reference
	<p>100 %</p>	<p>23. That all the products and sizes available as ordered by the patron. No stockouts acceptable:</p> <ul style="list-style-type: none"> • Verify that all the products are available for the patrons and there is no stockout. 	
	<p>100 %</p>	<p>24. That the cinepolite do the PRP (Pre rush Preparation) to ensure that they were well prepared for the intervals</p> <p>Verify</p> <ul style="list-style-type: none"> • That the PRP checklist is being followed timely before the interval. • That all the products are ready and available for sale during the interval. • That all the equipments are working in order to serve the patrons fast. • That the Cinepolite know the interval time, Audi no and the No. of patrons in that particular audi. • That (preferably) no one is on break during the interval (maximum can be 1 person). <p>Note: In case there are 3-4 intervals within a time span of 20-30 min, then PRP can be done for all the intervals at the same time before the 1st interval of this period starts.</p>	


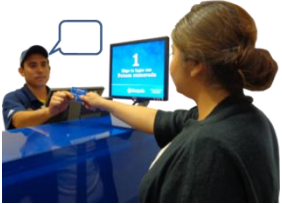

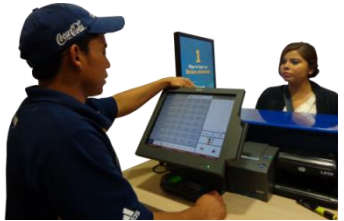
Review method	Sample size	Criteria	Reference
	<p>100 %</p>	<p>25. That the team proactively doing SOS (Service on seat) inside the audi's: Verify</p> <ul style="list-style-type: none"> • That during the interval there are minimum 2-3 people doing SOS inside the audi. • That the cinepolite doing SOS know the menu and prices by heart. • That the cinepolite have the SOS form to take the order. • That the cinepolite is giving the detachable part to the patron after taking the order. • That cinepolite doesn't take more than 5 orders in one go. • That the cinepolite informs the patron the right time within which the order would be served (max 15 min) and serves the order within time. 	<p>No aplica para México; no tenemos la fotografía.</p>
	<p>100 %</p>	<p>26. That the information displayed through the menu panels and the plasma screens is correct and has the right pricing: Verify</p> <ul style="list-style-type: none"> • That the LCD displays the correct products for sale in the menu. • That the LCD displays the correct price of all the products. • That the LCD plasmas are clean from front and behind alike. 	


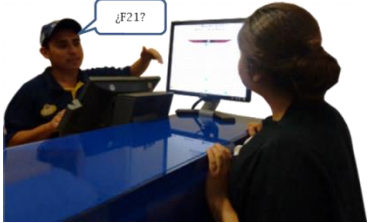


Review method	Sample size	Criteria	Reference
	<p>100 %</p>	<p>27. Are the cinepolite following the seal the queue program in the intervals: Verify</p> <ul style="list-style-type: none"> • That everytime there are more than 5 patrons in a line, immediately a cinepolite starts taking the orders from behind the line. • That cinepolite knows seal the que process. 	
	<p>Visible check in the lobby</p>	<p>28. Is sampling of food products being done in the lobby to generate impulse and increase F&B sale:</p> <ul style="list-style-type: none"> • Verify that there is a person dedicated to do sampling of products (popcorns) in the lobby. Note: Sampling to be done when there are a lot of people waiting in the lobby. 	<p>No aplica para México; no tenemos la fotografía.</p>
	<p>Random check 3 days</p>	<p>29. That there is a yield test conducted twice a day (morning and evening) for butter salted and caramel popcorns to check the quality of the corns: Verify</p> <ul style="list-style-type: none"> • That the yield test for popcorns is done minimum twice a day i.e. for each shift. • That the cinepolite knows the yield of popcorns and the process of conducting the yield test. 	<p>No aplica para México; no tenemos la fotografía.</p>


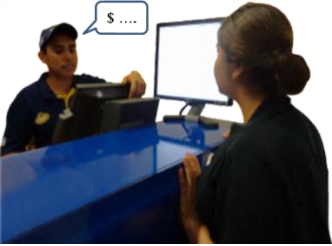


Review method	Sample size	Criteria	Reference
	Random check 3 equipments	<p>30. That all the small ware is clean and operational for use:</p> <ul style="list-style-type: none"> • Verify that all the small ware used for in the concessions is neat and clean and washed on daily basis. 	







2.2. Box office





Review method	Sample size	Criteria	Reference
	<p>90 % of the transactions</p>	<p>1. Did the employee at Box office do a visual contact with the patron and greeted him/her according to the time of the day/correctly: Verify</p> <ul style="list-style-type: none"> • That the cinepolite greets the patron as per the time of the day. “Good morning/afternoon/evening, welcome to cinepolis”. • That the cinepolite offers to help. <p>Notes: 1: Exact line to be used: “Good morning/afternoon/evening, welcome to cinepolis, how may I help you”. 2: Listen and visually verify minimum 3 transactions each way.</p>	
	<p>90 % of the transactions</p>	<p>2. Did the employee inform and ask the patron if he/she would want to avail any promotion of the day: Verify</p> <ul style="list-style-type: none"> • That the cinepolite proactively informs the patron about the promotion running at the site (minimum 1 promotion). • That the cinepolite knows the promotions running at the site at BO. 	





Review method	Sample size	Criteria	Reference
	<p>90 % of the transactions</p>	<p>3. Did the employee ask for Club Cinépolis card to the patron, ask if he/she wants to redeem points or if not having one suggested to register for the club cinépolis program: Verify</p> <ul style="list-style-type: none"> • That the cinépolite proactively informs the patrons about the club cinépolis program. • That the cinépolite asks if the patron would want to redeem his points for a free ticket. • In case the patron is not registered, verify that the cinépolite proactively gives the registration form to the patron to fill and submit. 	
	<p>100 %</p>	<p>4. Did the employee give the patron necessary information as asked by the patron to decide the movie: Verify</p> <ul style="list-style-type: none"> • That the cinépolite has the information and the knowledge about the current movies running and the upcoming movies. • That the cinépolite is able to inform the patron of the information as asked by the patron. • That the site has the synopsis file with all the information. The information in the synopsis file to be displayed in the following fashion: <ul style="list-style-type: none"> ○ Censor Certificate ○ Policies ○ Current week's schedule ○ Movie ○ Calendar of coming 3 months ○ Promotions (if any) 	





Review method	Sample size	Criteria	Reference
		<ul style="list-style-type: none"> ○ Synopsis (now showing movies) ○ Synopsis (upcoming movies) 	
	<p>100 %</p>	<p>5. Did the employee ask the guest are these seats ok for You?, change if he asks them too before printing the tickets: Verify</p> <ul style="list-style-type: none"> • That the cinepolite shows the monitor to the patron for assisting him to choose his seats. • That the cinepolite informs the patron of his seats chosen with respect to the audi layout and distance from the screen. <p>Note: Exact lines could be: Sir your seats are T1 & T2 which is corner seats and the last row from the screen.</p>	
	<p>100 %</p>	<p>6. Did the employee re-confirm with the patron his movie, seats, time, date and day, No. of tickets before printing:</p> <ul style="list-style-type: none"> • Verify that the cinepolite repeats and confirms the movie and show details with each patron. 	

Review method	Sample size	Criteria	Reference
	<p>100 %</p>	<p>7. Did the employee confirm the total amount to be paid by the patron, did the cashing, mentioning the quantity of money received, leaving the cash received in view of the patron:</p> <ul style="list-style-type: none"> Verify that the cinepolite confirms the total amount to the patron, asks for payment by CC or cash, announce the money received to the patron and returns the change while keeping the money given still in view of the patron. <p>Note: Exact line could be: Sir/ma'am, total amount of your order is Rs. Would you like to pay by CC/Cash. Sir/Maam, you have paid me Rs. X..... Your amount is Rs. Y and your balance is Rs. Z....</p>	
	<p>100 %</p>	<p>8. Did the employee check for the cash received to be a false note:</p> <p>Verify</p> <ul style="list-style-type: none"> That the cinepolite checks for all the 500 & 1000 rupee notes for being false notes (if any). That the cinepolite has the false note detector machine (operational) to check the false notes. That the cinepolite is trained to check for the false note. 	

Review method	Sample size	Criteria	Reference
	<p>100 %</p>	<p>9. Did the employee hand over to the guest, the bill, the CC slip, the change and parted with the patron in an amicable fashion:</p> <ul style="list-style-type: none"> Verify that the cinepolite returns the guest copy of the credit card slip along with the food bill. 	
	<p>100 %</p>	<p>10. In case there is a change of shift, the process is done within 5 minutes:</p> <ul style="list-style-type: none"> Verify that the shift change process among the morning and evening shift does not take more than 5 min. 	
	<p>100 %</p>	<p>11. Is the skimming being done within 3 minutes and the POS cash amount not allowed to exceed Rs. 25000/-: Verify</p> <ul style="list-style-type: none"> That the skimming process is happening as defined by process for concessions. The cash in the cinepolite drawer and it should not be in excess of the defined limit. 	

Review method	Sample size	Criteria	Reference
	<p>100 %</p>	<p>12. Were enough POS open to cater to every patron within the stipulated time: Verify</p> <ul style="list-style-type: none"> • That enough POS are open to cater to the needs of the patrons at the given time. • That the POS which are not happen should have the,"move to next counter please" sign board. • That if there are more than 5 patrons in a line, next counter should be opened immediately. • That on the weekends all the POS should be operational for maximum operational hours in a day. 	
	<p>100 %</p>	<p>13. Was the cinepolite wearing his uniform as per the set criteria: Verify</p> <ul style="list-style-type: none"> • That the cinepolite is wearing his uniform correctly i.e. Cinepolis t shirt and trouser, black Belt, blackshoes & socks, nametag, cap, apron (where ever required). • That the nails are clipped, ladies wear no extra makeup/jewellery, no rings or arm bands, no tatoos etc. 	

Review method	Sample size	Criteria	Reference
	<p>100 %</p>	<p>14. Did the employee have enough change to return to the patron:</p> <ul style="list-style-type: none"> • Verify that all the cinepolite have the change of all denominations to return to the patron at all the time. 	
	<p>100 %</p>	<p>15. The physical condition of the counter, POS etc is well maintained by the Cinepolite:</p> <p>Verify</p> <ul style="list-style-type: none"> • That the counters are clean & organised. • That there is not any extra or unwanted material/item lying at the BO. • That the counter does not have any loose hindges. • That the counter does not have any loose handles. • That the counter does not have any broken furniture. • That the counter is clean and not having any smudges/dust. • That the monitor screens are clean. 	

Review method	Sample size	Criteria	Reference
	<p>100 %</p>	<p>16. The information displayed through the plasma screens is correct and has the right pricing & the plasma is in proper conditions: Verify</p> <ul style="list-style-type: none"> • That the LCD displays the correct movie names and timings. • That the LCD displays the correct price of all tickets according to the time of the day. • That the censor certificate of all the movies displayed is correct. • That the LCD plasmas are clean from front and behind alike. • That the LCD does not have any visible wires. 	
	<p>100 %</p>	<p>17. Does the cinepolite have all the tools required for operations:</p> <ul style="list-style-type: none"> • That the cinepolite has the required tools available (i.e. calculator, pen, stamps, rubber bands, stapler etc.). 	

3. Chart of changes

Revision	Description of changes	Date
00	Original document	07/08/14

4. Reference documents

Document current	Code