

Dear Mystery Shopper,

Thank you for agreeing to accept the challenge.

We would like you to go to 4 West Cafe between 8am and 11am.

Your mission is to purchase a meal and drink of your choice from the cold food menu.

During your exercise you will need to ask three questions to stimulate feedback.

Please read through the test questions and chose one from each section to make conversation.

Your budget is £6.50. Ensure you return the questionnaire with your receipt.

We wish you luck with your mission....

Mystery Shopper

Test Questions

Chose **one** question from **each section** to stimulate feedback.

Transaction:

1. What time do you start/stop serving?
2. How does the menu work?
3. How do I place an order?
4. Are there any meal deals or food promotions?
5. Are there are any discount loyalty cards?

Food Standards:

1. Are there any healthy options?
2. Is there anything vegetarian on the menu?
3. Can you describe the flavour of the dish?
4. How is the dish cooked?
5. What are the ingredients?

Customer Service:

1. Which meal deal is the best value for money?
2. Is there wheel chair access?
3. How often does the menu change?
4. Where are the nearest toilets?
5. How to get to West Car park/Sports Training Village/ University Hall?

1. Presentation and Ambience	1 = Unsatisfactory, 2 = Poor, 3 = Satisfactory, 4 = Good, 5 = Excellent				
1.1 Was the outlet clean and tidy?	1	2	3	4	5
1.2 How comfortable was the level of sound inside the venue?	1	2	3	4	5
1.3 How suitable was the decor?	1	2	3	4	5
1.4 Was the temperature comfortable?	1	2	3	4	5
1.5 Was the outlet well lit?	1	2	3	4	5
1.6 How comfortable was your visit?	1	2	3	4	5
1.7 How would you describe the presentation and ambience of the outlet? Cold not a place I would sit for long					

2. Facilities	1 = Unsatisfactory, 2 = Poor, 3 = Satisfactory, 4 = Good, 5 = Excellent				
2.1 Could you travel through the outlet with ease?	1	2	3	4	5
2.2 Is the signage useful?	1	2	3	4	5
2.3 Were tables clean and tidy?	1	2	3	4	5
2.4 Were condiments and cutlery available?	1	2	3	4	5
2.5 Were the toilets clean?	1	2	3	4	5
2.6 How suitable are the facilities you used?	1	2	3	4	5
2.7 What do you think of the facilities? Ok place for a quick sandwich					

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3. Transaction	1 = Unsatisfactory, 2 = Poor, 3 = Satisfactory, 4 = Good, 5 = Excellent				
3.1 Are the food service times satisfactory?	1	2	3	4	5
3.2 Were you queuing for a reasonable amount of time?	1	2	3	4	5
3.3 How easy was it to read the menu?	1	2	3	4	5
3.4 How easy was it to place an order?	1	2	3	4	5
3.5 Did you receive what you ordered?	1	2	3	4	5
3.6 Were you given the correct change?	1	2	3	4	5
3.7 Is the pricing of menu items student friendly?	1	2	3	4	5
3.8 How fast was the speed of service?	1	2	3	4	5
<p>3.9 How do you describe your transaction?</p> <p>Self service so no need of help. No menu of other food available. Till operator was efficient but uncommunicative, he was busy though.</p>					

4. Food Standards	1 = Unsatisfactory, 2 = Poor, 3 = Satisfactory, 4 = Good, 5 = Excellent				
4.1 How tasty was your food?	1	2	3	4	5
4.2 Was the food of good quality?	1	2	3	4	5
4.3 Was there enough variety for you to choose from?	1	2	3	4	5
4.4 Did you think the portion size adequate?	1	2	3	4	5
4.5 How appealing is the menu?	1	2	3	4	5
4.6 Are there enough healthy options?	1	2	3	4	5
4.7 Are there enough vegetarian options?	1	2	3	4	5
4.8 What's your overall opinion of food standards? I asked for any low carbohydrate foods the only one available was the feta salad so no choice for me at all.					
5. General Standards	1 = Unsatisfactory, 2 = Poor, 3 = Satisfactory, 4 = Good, 5 = Excellent				
5.1 Were staff friendly and welcoming?	1	2	3	4	5
5.2 How good was staff product knowledge?*	1	2	3	4	5
5.3 Were staff presentable and dressed in uniform?	1	2	3	4	5
5.4 How do you rate the current promotion?	1	2	3	4	5
5.5 Was advertising of the promotion effective?	1	2	3	4	5
5.6 Do you feel received value for money?	1	2	3	4	5
5.7 How would you describe the general standards in the outlet? Limited choice no real difference from fresh shop. I could not see any promotion or salad boxes as in SU or Claverton. * Till operator did not know about low carb or high protein. Another member of staff did.					

6. Customer Service	1 = Unsatisfactory, 2 = Poor, 3 = Satisfactory, 4 = Good, 5 = Excellent				
6.1 Were you acknowledged in a timely manner?	1	2	3	4	5
6.2 Were staff able to communicate with you?	1	2	3	4	5
6.3 How sensitive were staff to your needs?	1	2	3	4	5
6.4 Were staff flexible and adaptable to your needs?	1	2	3	4	5
6.5 Were staff able to answer your questions?	1	2	3	4	5
<p>6.6 What was your experience of customer care?</p> <p>Adequate for the venue it was what I expected.</p>					
<p>7. Do you have any observations you would like to share?</p> <p>There should be a difference between 4 West food and fresh shop.</p> <p>More chef prepared food. The baked pot fillings never change, I think it is boring and functional, nothing more.</p>					
<p>8. Is there anything else you would like to see?</p> <p>Variety in foods on offer, soups and fillings to put with rice, pos. bulgar wheat. Simple combinations that change daily.</p>					

Overall scoring: **54%**

Overall feedback: make it different from in fresh (cold food). Change the timings on offer regularly; I would not here unless they increased the protein options and low carbohydrate.