

Mystery Shopper

Dear Mystery Shopper,

Thank you for agreeing to accept the challenge.

We would like you to go to The Claverton Rooms during Lunch time.

Your mission is to visit the Deli bar and purchase a meal and drink of your choice.

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.

Ensure you return the questionnaire with your receipt to 6 West for the attention of Joseph Sherlock, you have a budget of £8.00 to spend and we will refund you.

We wish you luck with your mission....

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?

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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? Very busy lots of people made it very difficult to know who was queuing for what.					

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? Only a few forks we left customers behind could not get any. Signs were unclear e.g. Where the hot food was, no signs for the toilets. Difficult for someone who has not been in the Calverton rooms before to know where things were.					

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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
3.9 How do you would you describe your transaction? Quite expensive main meals e.g. £3.75 for 2 fishcakes only Only one till was serving pay was slow.					

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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? Tasted nice, portions were reasonable, but to expensive for the price. Not much choice Thursday wasn't the best day to go on. Didn't even notice that sandwiches were sold on the other side					
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? Promotion sign was not clear, placed after food, not helpful One member of staff did not know hoe the meal was served and left me waiting while she went to check with a colleague in the kitchen.					

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>Couldn't answer all of the questions However when I asked for a receipt at first it wouldn't work and the lady persevered until it did.</p>					

7. Do you have any observations you would like to share?

Layout of the room was confusing e.g. actually finding the deli bar was hard, things were tucked away. Crowded tables, would make wheelchair access difficult

8. Is there anything else you would like to see?

Cheaper menu

Overall scoring: 65%

Overall feedback: In general staff were friendly and most knew what they were doing. A better system of queuing for different sections would make service more appealing