

Mystery Shopper

Dear Mystery Shopper,

Thank you for agreeing to accept the challenge.

We would like you to go to Level 1 between 11.30 and 2.30.

Your mission is to choose from the Salsa Relish section 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 and your refundable budget is £6.00.

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?

Mystery Shopper

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? Signage/images good, typical canteen atmosphere.					

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? Did not use toilets. Signage for meal deal difficult to read behind salsa relish sign unless by counter or crouching. Serviettes not by cutlery, where I took them from inconvenient.					

Mystery Shopper

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 would you describe your transaction?</p> <p>Asked meal deal question – given ready response. Do not consider meal deal particularly good value for money (see next page) student prices could be better.</p>					

Mystery Shopper

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
<p>4.8 What's your overall opinion of food standards?</p> <p>Would have liked some vegetables with meal, if there were some it was not obvious. Staff member could not tell me how food was cooked when asked said chicken was either bbq or peri peri.</p>					
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
<p>5.7 How would you describe the general standards in the outlet?</p> <p>Salsa relish meal described as £2.75 but that is just for the meat (chicken). I would expect rice etc to be included as part of the deal. Seemed a big jump from £2.75 to £4.15 for extras rice and a drink.</p>					

Mystery Shopper

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>Asked for receipt said the machine doesn't do one, but she can hand write it. Felt a bit awkward like it was delaying the queue.</p> <p>Answered question where west car park was. Not how cooked.</p>					

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

Would like to have a juice/water option for drink. Fizzy drinks not to everyone's taste, water available with salad so why not.

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

More healthy options than salad as an all or nothing approach

Overall scoring: 74%

Overall feedback: Generally a reasonable experience.