

Dear Mystery Shopper,

Thank you for agreeing to accept the challenge.

We would like you to go to the Parade Bar between 11.30 and 2.30.

Your mission is to choose from the day time menu 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 £7.00.

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?

# Mystery Shopper

|  |   |   |   |   |   |
|--|---|---|---|---|---|
| <b>1. Presentation and Ambience</b>  | 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 |
| <b>1.6 How comfortable was your visit?</b>   | 1   | 2 | 3 | 4 | 5 |
| <b>1.7 How would you describe the presentation and ambience of the outlet?</b><br><b>To be honest it was too busy to be very comfortable or relax. It was overcrowded, and as such, loud and not pleasant.</b> |   |   |   |   |   |

|   |   |   |   |   |   |
|---|---|---|---|---|---|
| <b>2. Facilities</b>  | 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 |
| <b>2.6 How suitable are the facilities you used?</b>  | 1   | 2 | 3 | 4 | 5 |
| <b>2.7 What do you think of the facilities?</b><br><b>There were very few knives left and no forks. Queues were very long and many tables had not been cleaned. This was not the staffs fault they were clearly very busy and understaffed!</b> |   |   |   |   |   |

# 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><b>3.9 How do you describe your transaction?</b></p> <p>Very slow service and a long time waiting at the bar. Furthermore, it took 50minutes to receive our dish. By the time we received the food and considering the time we spent queuing the lunch break took longer than the usual 1 hour! Pretty unacceptable!</p> <p>If I were a student and only had one hour until my next lecture I would not have made it in time.</p> |   |   |   |   |   |

|   |  |   |   |   |   |
|---|--|---|---|---|---|
| <b>4. Food Standards</b>  | 1 = Unsatisfactory, 2 = Poor,<br>3 = Satisfactory, 4 = Good, 5 = Excellent |   |   |   |   |
| <b>4.1 How tasty was your food?</b>   | 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 |
| <b>4.5 How appealing is the menu?</b>   | 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 |
| <b>4.8 What's your overall opinion of food standards?</b><br><b>Am not particularly impressed, my salad nicoise was not very tasty (green beans were not cooked properly. Fish and chips may be a good idea and soups in the winter.</b>  |  |   |   |   |   |
| <b>5. General Standards</b>   | 1 = Unsatisfactory, 2 = Poor,<br>3 = Satisfactory, 4 = Good, 5 = Excellent |   |   |   |   |
| 5.1 Were staff friendly and welcoming?  | 1  | 2 | 3 | 4 | 5 |
| <b>5.2 How good was staff product knowledge?</b>  | 1  | 2 | 3 | 4 | 5 |
| 5.3 Were staff presentable and dressed in uniform?  | 1  | 2 | 3 | 4 | 5 |
| <b>5.4 How do you rate the current promotion?</b>   | 1  | 2 | 3 | 4 | 5 |
| 5.5 Was advertising of the promotion effective?   | 1  | 2 | 3 | 4 | 5 |
| <b>5.6 Do you feel received value for money?</b>  | 1  | 2 | 3 | 4 | 5 |
| <b>5.7 How would you describe the general standards in the outlet?</b><br><b>I strongly believe that the bar at lunch time should have more staff. Tables are not cleared and cutlery leaves a lot to be desired. Again nobody's fault but the fact that that not enough staff have been hired.</b> |  |   |   |   |   |

| 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><b>6.6 What was your experience of customer care?</b></p> <p>My colleague asked for a large glass on wine and the bar staff misunderstood she proceeded to put it through the till as a small glass and appeared to make a fuss out of changing it to a larger glass, not helpful.</p> |   |   |   |   |   |

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

Please see above more staff!  
And perhaps more helpful staff

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

I think that getting rid of the snooker tables at the profit of more sofas/seating and dining areas would be a good idea.

**Overall scoring: 60%**

**Overall feedback:**