

Mystery Shopper

Dear Mystery Shopper,

Thank you for agreeing to accept the challenge.

We would like you to go to the Wessex Restaurant between 11.30 and 2.30.

Your mission is to choose from the a la carte 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 £30.00.

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?

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
<p>1.7 How would you describe the presentation and ambience of the outlet?</p> <p>Professional presentation attractive welcoming, restful. The only downside was it was a little too cool and my feet became cold.</p>					

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
<p>2.7 What do you think of the facilities?</p> <p>I find it a little odd that fish knives are still presented - it seems rather outdated a bit of a Victorian habit! - And impossible to use with today's vegetables cooked al dente. It's also a pity that there isn't a toilet that belongs to the restaurant as the ones out the corridor are no very good.</p>					

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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 data-bbox="220 1093 810 1126">3.9 How would you describe your transaction?</p> <p data-bbox="172 1155 577 1189">Very satisfied with the standard</p> <p data-bbox="172 1218 1230 1308">We ordered vegetables, but we got potatoes as well as vegetables. So the potatoes were mostly wasted as we only ate a couple not good as that was &1.90 plus VAT that I didn't need to spend.</p> <p data-bbox="172 1337 1214 1402">We enjoyed the little amuse-bouche, although the tiny fork was a little awkward to use especially in getting up the salad shreds from the bottom of the dish.</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? Top quality. We thought the cauliflower and broccoli was slightly under cooked so asked for it to be re-cooked. Then it was fine.					
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? Excellent Although the bread was fresh and delicious I feel 50p + VAT is a lot for a bread roll					

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>Excellent</p>					

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

When I booked I was advised that noon rather than 12.30 would allow for better service because of the other parties coming in later. This was good advice and I am grateful for it.

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

There were 3 tables occupied and we were all sat next to each other, this felt a bit weird and I would have preferred the later arriving parties to have been seated further away for privacy.

Overall scoring: 94%

Overall feedback: