

Taking Service to a New Level

Mystery shoppers provide unbiased look at performance

Customer service has become the difference between success and failure for many companies in the new Millennium. As service becomes more and more important to the educated consumer, companies are evaluating, documenting and measuring the level of service their customers are receiving and how their employees are performing. Mystery shoppers are being hired to provide an unbiased look at a restaurant's performance, measuring and evaluating the level of service being provided based on that restaurant's criteria.

Statistics have shown that over 90 percent of customers will not complain when they are dissatisfied, and owners may not even be aware of the ten percent who do complain. Most of these dissatisfied customers will defect to the competition, sharing their negative experience with up to ten of their friends and family. Considering that it costs five times more to attract a new customer than it does to keep an existing one, retaining current customers is not only essential, it is the lifeblood of any business. A shopper's report will prevent the loss of your most valuable asset, your hard-earned customers.

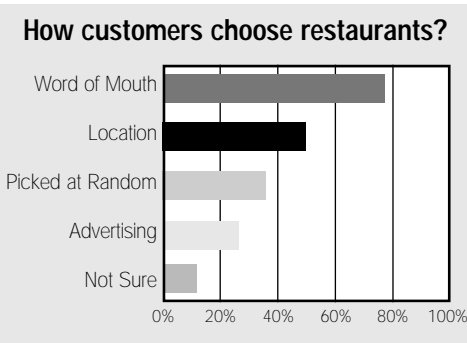
It takes years to gain a customer – but just seconds to lose one. If you don't take care of your customers, your competition will.

A U.S. government study shows that one unhappy customer will tell eight to ten people of their bad experience. Each of those ten people, statistics show, will tell five more customers about the original bad experience. This means that 60 potential customers are actively turned away when one customer is not cared for by your employees.

Mystery shoppers are the "eyes" of your customers. They serve as the principal method to identify those customer-service behaviors that need to be reinforced, to provide measurable insight into employee performance and

to formulate a standard by which the outstanding performance of associates can be measured and rewarded.

Trained shoppers enter the businesses anonymously with the knowledge of what the employees should be doing. The evaluator fills out a detailed report of their experience based on the food and service criteria set forth by the restaurateur.



WHAT A MYSTERY SHOPPER EVALUATES

- Customer Service
- Sales Techniques
- Product Knowledge
- Food & Beverage Product Quality
- Adherence to Policies and Procedures
- Employee Integrity – the handling of cash & customer receipts
- Cleanliness and Sanitation

Companies use this information as a vital tool to continually improve the level of service being offered, resulting in more return customers, more positive word of mouth and eventually an increase in sales and profits.

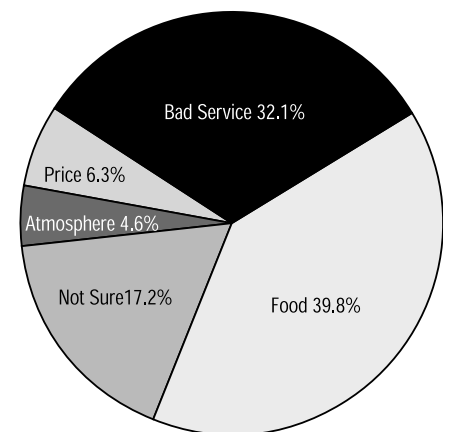
SAMPLE QUESTIONS ON A SHOPPER'S REPORT

- Did the employee greet the customer in a friendly way?
- Was the employee genuinely helpful to the customer?
- Did the employee use proper "Suggestive Selling" techniques?
- If a restaurant, was the food fresh and hot?
- Were restrooms clean and adequately supplied?

Following the site visit, observations both positive and negative – are noted. The information is then verified and returned in a timely manner. Each shopper's report is a complete report card on your business, customized to meet your needs. It is an in-depth snapshot of what your typical customer experiences. The report shows what your business is doing right and where the business may need improvement.

Most Important Reason for Telling Someone Not to Visit a Restaurant?

Sixty-eight percent of your customers who stop buying from you do so because of an attitude of indifference or rudeness by an employee!



For a customized report evaluating your restaurant for hospitality/guest relations, salesmanship, cleanliness, employee appearance, food/beverage quality, employee training and cash management, call Profit Strategies and Solutions.

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