



Guest Experience Program

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

WHAT is the Guest Experience Program?

It's a highly effective Performance Management Solution that helps a restaurant discover the facts behind customer service standards and other front line activities such as food safety and sanitation and ultimately enables restaurants to make informed decisions to improve the customer's experience and the overall profits.

- The program includes:
- An experienced food service "Secret Shopper"
- Detailed result reporting
- On-going future comparative tracking results

WHY use this program?

- Evaluate the detailed feedback in order to resolve problems before you lose customers and can help recognize star employees before you lose them to the competition
- Pinpoint specific problem issues
- Increase profits by revealing opportunities linked to service delivery
- Develop and implement realistic service standards that will improve overall service delivery
- Highlight areas of excellence that will encourage and reinforce positive service behaviors to build-on in areas that need improvement
- Realize customer's value proposition
- Access specific and detailed recommendations to take your business forward
- Monitor the effectiveness of a promotional campaign
- Focus on what's important to guests
- Use detailed reports as a tool to develop a training program geared to address those opportunities that challenge your restaurant

HOW does a Guest Experience Program work?

The Inspector (Secret Shopper) acts just like a real customer or can include a script of behavior.

A trained anonymous Inspector enters the restaurant with the knowledge of what the employees should be doing. The Inspector then evaluates:

- Phone etiquette (prior to arrival)
- Arrival
- Impression
- Greeting/Hosts
- Bar/Lounge
- Seating
- Table presentation
- Server/Service
- Menu/Drink Menu
- Beverages
- Ordering
- Suggestive selling techniques
- Food from bread to dessert
- Clearing/table maintenance
- Check presentation
- Departure
- Management
- Restaurant cleanliness





Following the visit, the information is converted into an in depth snap shot of what your typical customer experiences. This is done through a detailed and scored checklist that is graphed for future comparisons. Also, the Secret Shopper will provide a moment-by-moment narrative report starting with the initial phone call to the arrival and departure of the establishment. This confidential report is delivered via email, typically within 24 hours.

How much does this Program cost?

As low as \$35 per month

The Guest Experience Program is priced* based on one (1) inspection per month-a minimum of three (3) months is required.

Length of Contract

One Time Total Payment

3 Months	\$50/Month
6 Months	\$40/Month
12 Months	\$35/Month

*All invoices will include the cost of meal for up to 2 diners (appetizer, entrée, dessert and non-alcoholic beverage), cocktails or wine will only be ordered if requested to do so by client.

For more information or to get started please contact:

Julie Lovelass
Restaurant Results Inc.
Director of Operations
607-251-7324
julie.lovelass@maines.net

