

Food & Beverage Mystery Shopping

*Define Information Needed & Who Will Use It.
Plan to Measure Behaviors & Observations Only.*

Interaction	Food Quality	Cleanliness	Selling	More
Greeting Knowledge Attentive Engaged	Taste Temperature Portion As ordered	Exterior Interior Rest rooms Glove usage	Suggestive Promotion Engagement	ID Check Service times Table touches Receipts

Shopper Requirements and Specs

Profiles	Order	Time of Day	Visit Type	Frequency
Gender, age, interests or experience of shopper	Promoted item, shopper choice, rotate selection	Breakfast, lunch, dinner, snack, late night.	Dine in, Drive Thru, Carry Out, Delivery, Bar Service, Call Ahead	Monthly, weekly, fiscal periods, promo periods

Accountability: Who Gets the Data, Who Acts on It.



Considerations



Build trust in the program and process. Involve every level in program design.



Balance brand standards with the local autonomy franchisees need to serve customers.



Train managers at all levels to own and coach from the results. Punitive programs do not succeed.



Don't confuse mystery shop results (operations research) with customer satisfaction (perception research).



Reward performance. Fairly. And for all involved. Confirm plan with HR. Determine fulfillment options for rewards.



Choose a mystery shopping provider with the experience and capability to partner with you on this journey.

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