

Secret Shopping:

How Would Your Restaurant Score?



Science of Service

*Supporting and Creating
Restaurant Professionals*

Why and How it Works

Secret shopping has been widely used since the 1940's. It was used by banks for preventative measures against thievery, and has evolved since. It has been adopted by many different industries across the world and become a \$1.2B industry in the US.

Why do so many companies utilize this service? The answer is simple, it provides a customer perspective from an unbiased 3rd party that is invaluable. When one works in an establishment everyday, one can often overlook something that might be more visible from a guest's perspective. The way a guest perceives your establishment can determine your success. It can also be used as a tool to keep you on track and honest about which improvements can and should be made.





Statistically 69% of people have left a business due to poor customer service. More than 90% of people will never tell the business about the problem.
-Job Monkey Survey

<http://www.jobmonkey.com>

[/mysteryshopping/mystery-shopping-facts/](http://www.jobmonkey.com/mysteryshopping/mystery-shopping-facts/)

Mystery shopping is not about catching staff doing something wrong, but rather an opportunity for staff to shine and even be rewarded. It is important to acknowledge the weak areas and improve upon them, but it is equally important to let staff know what they are doing well. This keeps the morale high amongst staff increasing productivity and motivation.

When selecting a mystery shopper program or company it is important to have a third party that is unbiased fill out a standardized list of pre-selected questions tailored to your industry and possibly establishment.

The questions used should make sense, be specific, and easily understood. Nit picky questions should be avoided. The most valuable part, of course, is the analysis of the information. A secret shopper can save you money as one can focus efforts on the areas that are in need of improvement.

A secret shopper program can give valuable insight on the establishment and ensure guests are getting a consistent, professional, experience. Since the majority of customers will not tell you about something negative they experienced, this is a great way to ensure customer satisfaction while being able to address issues quickly.



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