

Mystery Shopper Program

Introduction

We want to provide all catering and hospitality outlets with the opportunity to gain invaluable insight into their operation through the eyes of their guests.

Our custom reports will include detailed narrative analysis, easy-to-employ recommended strategies, trending reports, solutions and real on the spot practical support and help. We want your business to achieve, grow and be sustainable, this can only really be achieved by understanding "where you are now" and as busy business owners finding time to look back at your business is difficult.

Our mystery shopper program is that critical friend, no matter how big or small, no matter the industry sector, quality assurance evaluation is the key to ensuring that your employees perform their best and that they adhere to and understand the company philosophy

Who is it for?

It's for all catering and hospitality businesses that strive to develop and keep ahead in this very competitive market. It is a hard business to be in and we are all passionate about our service, our program will be just as passionate and will be designed around your needs and your outcomes

Overview

Our custom reports may include detailed narrative analysis, easy-to-implement recommended strategies, how to grade and chart performance, trending reports, and assistance with training and developmental needs

We aim to assist you and your business in...

- enhancing the experience of your guests
- analyse each aspect of the guest experience to help you meet and exceed your goals
- maximize sales opportunities and revenue via recommended strategies
- increase personalisation of employee/ guest interaction
- foster repeat business, thereby reducing advertising cost
- maximise the effectiveness of your ongoing employee training program, thereby reducing turnover and long-term training costs
- provide the extra set of objective eyes and ears you need

Duration

We will work within your parameters, our initial consultation will be time based on your individual needs to enable us to observe your environment, from this you will receive an overview report on that experience. It will provide basic observations, good and bad points, solutions and potential opportunities. You can then decide on utilising that report to advance your business by engaging us in training and/or system development or just to simply audit your standards, it really is up to you.

Key facts

It is;

- 100% completely confidential

Mystery Shopper Program

- Our “observers” will be unidentifiable and will not be recognisable
- All our observations are carried out by differing members of our team; these range from skilled chef’s, front of house staff, managers, and experienced diners
- Once you book us, you will not be told of our visit until it has been completed, we feel this will give you the best possible outcome and picture

What’s available

- Skilled and impartial “observers”
- Full written report on the experience
- Further actions and follow -up (if required)
- Regular audit, we can arrange a regular audit of your business
- Bespoke training sessions just for your staff based on findings

Key Benefits

- Your Business will invest in construction, architectural planning, rent, managers, décor, advertising, public relations, and countless other tangibles—all of which serves to attract your guests, how often do we invest in ensuring your customer experience matches your expectation.
- Mystery Shopping is essentially our way of giving you a quality assurance package. We feel it is a means of maximizing service and sales performance as well as retaining your customers.
- Service and Food quality is the issue most often cited by customers when speaking of a memorable experience—good or bad. If a customer has a negative experience, there are countless establishments eager to earn their business.
- On the island (and wider world) word-of-mouth advertising is one of the key sources of business. 95% of your guests will never communicate a negative experience to an employee; they just won't return to your establishment. Studies show, one unhappy guest will tell eight to 10 others of their negative experience; each of those 10 will tell five additional people.
- It costs your business as much more to attract a new guest as to keep an old one. You will reduce advertising expense by simply providing the best possible experience to those already frequenting your establishment.
- Your employees, will know you have engaged in our program and they become aware that their next customer may be a "mystery shopper," and they will work at an increased level of performance.
- Using our reports as part of your ongoing employee training program, your staff will have a better understanding of their expectations, which will ultimately reduce the cost of hiring and training new employees.

Get in touch

To find out more and sign up on the latest courses or request a bespoke course for your employees, you can contact us on;

Telephone: 01624 629491

e-mail: info@kdcconsultancy.co.uk

website www.kdcconsultancy.co.uk