



SECRET SHOPPERS



Date _____

Time _____

Restaurant Name _____

Server _____

Please circle appropriate number:

(1) Great (2) Acceptable (3) Needs Improvement

Website and Phone Call

- A. I found the website using Google search.....1 2 3
- B. Website was appealing and easy to navigate.....1 2 3
- C. You were able to view a menu.....1 2 3
- D. There were clear directions.....1 2 3
- E. Your call for information was handled well.....1 2 3

Comments: _____

Greeting

- A. Greeter had a suitable appearance.....1 2 3
- B. You were welcomed with a smile.....1 2 3

Comments: _____

Restrooms

- A. Restroom was clean and odor-free.....1 2 3
- B. Restroom had adequate lighting.....1 2 3

Comments: _____



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General Appearance

- A. Restaurant's general appearance was appropriate.....1 2 3
to the tone of the restaurant
- B. Table was comfortable and inviting.....1 2 3
- C. Glassware, dishware and silverware were clean and suitable.....1 2 3
- D. Overall cleanliness.....1 2 3
- E. Lighting was appropriate.....1 2 3

Comments: _____

Menu

- A. Menu fit the theme or tone of restaurant.....1 2 3
- B. Menu looked appealing.....1 2 3
- C. Menu was easy to read.....1 2 3

Comments: _____

Time

- A. Drinks were served in appropriate amount of time (_____ min).....1 2 3
- B. Appetizers were served in appropriate amount of time (_____ min).....1 2 3
- C. Entrees were served in appropriated amount of time (_____ min).....1 2 3

Comments: _____

Food

- A. Meal presentation was appropriate and appealing.....1 2 3
- B. Items had valued for the money.....1 2 3
- C. Hot food arrived hot.....1 2 3
- D. Cold food arrived cold.....1 2 3
- E. Quality of food items was good.....1 2 3

Comments: _____



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Hospitality

- A. Staff was friendly.....1 2 3
- B. Staff made me glad to be there.....1 2 3
- C. Staff was attentive to my needs without being overdone.....1 2 3
- D. Staff was knowledgeable about the menu and restaurant.....1 2 3

Comments: _____

Marketing and Feedback

- A. A comment card was available.....1 2 3
- B. I was aware of current promotions.....1 2 3
- C. I was given a bounce-back offer.....1 2 3

Comments: _____

The Goodbye

- A. You were acknowledged when leaving.....1 2 3
 (“Thank you, please come back”)
- B. Staff was prepared when you were ready to leave.....1 2 3
- C. Guest check was handled properly.....1 2 3
- D. Outside of restaurant was clean and appealing.....1 2 3

Comments: _____
