



ASSOCIATION

WRA Secret Shopper Form

Date: _____ Arrived: _____

Departed: _____

Please be precise with your observations and objective with your commentary. Be sure to answer all questions in each category (as applicable).

Section 1 - Service

Host/Hostess: _____ Quoted Wait: _____

Actual Wait: _____

Please phone the restaurant and ask questions about hours of operation, menu items and reservation policy.

YES NO NA Was the person on the phone polite, friendly and informative? What was their name?

YES NO NA When you arrived, was your greeting friendly? (A smile, eye contact, welcome)

YES NO NA Was your greeting prompt? (less than 30 seconds)

YES NO NA Did the person have a name tag on? What was their name or description?

YES NO NA Was the host/hostess appearance neat and professional?

YES NO NA Upon departure, did you receive a friendly farewell OR were you invited to come back again?

Server

YES NO NA Were you acknowledged by a server within ONE minute? If not how long did it take?

YES NO NA Was your greeting friendly, personable, courteous and hospitable?

YES NO NA Did the person have a name tag on? What was their name or description?

YES NO NA Was your server's appearance neat, clean and well-groomed?

YES NO NA Did the server offer a beverage?

YES NO NA Did the server offer an appetizer?

YES NO NA Was the server knowledgeable about/helpful with the menu?

YES NO NA Were beverage refills timely?

YES NO NA Were there timely checkbacks (first checkback one minute after first bite? On food quality and needs?

YES NO NA Did the server keep your table clean and tidy? (Dirty plates/glasses removed)

YES NO NA Did the server offer a dessert in a timely manner?

YES NO NA Did the server return with your guest check in a timely fashion?

YES NO NA Was your voucher/change returned promptly?

YES NO NA Were you thanked and invited back?

Manager

YES NO NA Did you see a manager? If so, please continue; if not, skip to the next section.

YES NO NA If you had a problem or concern, was it resolved to your satisfaction?

YES NO NA Did the manager appear concerned, courteous and well-groomed?

YES NO NA Did the person identify themselves? If so, what was their name or description?

YES NO NA Was the manager seen interacting with employees and/or guests?

Comments & Impressions

During your experience, did any one employee stand out in your mind as providing excellent service? If so, please explain who, what and why. _____

Did you have a special request? YES NO

If yes, what was your request and did we handle it to your expectations? _____

Was your dining experience pleasant and fun? Did it meet or exceed your expectations? _____

Overall Impression

Using a scale of 1 - 10, please rate your dining experience today.

1 2 3 4 5 6 7 8 9 10

One point is LOW

Five points is AVERAGE

Ten points is HIGH

Section 11 - Food & Beverage Quality

Beverages

YES NO NA Did you receive your beverages within TWO minutes of ordering? If not, how long did it take?

YES NO NA Were the drinks hot or cold as appropriate?

YES NO NA Were the drinks flavorful?

YES NO NA Would you order this specific beverage again?

Appetizers & Side Orders

YES NO NA Did you receive your item within SEVEN minutes of ordering? If not, how long did it take?

YES NO NA Were the appetizers served hot or cold as appropriate?

YES NO NA Was the item attractively presented with fresh ingredients?

YES NO NA Was the item flavorful?

YES NO NA Would you order this item again?

Entrees

YES NO NA Did you receive your entree within TEN minutes of ordering (or if you had an appetizer, did your entree arrive within SEVEN minutes of your appetizer arrival?) If not, how long did it take?

YES NO NA Were the entrees served hot or cold as appropriate?

YES NO NA Were the entrees attractively presented with fresh ingredients?

YES NO NA Were the entrees flavorful?

YES NO NA Did the entrees match the description in the menu or as they were specially ordered?

What one thing would have made your meal experience more enjoyable? _____

Did the employees appear to enjoy their work? _____

If you were paying for this meal, would you perceive it as a good value?

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