

HUMANEXPERIENCE

MYSTERY SHOPPING REPORT

2024 Victoria Accommodation Awards



Accommodation Australia
A DIVISION OF THE AHA | VIC

Sample Venue
Regional Hotel Restaurant of the Year

Conducted By: Sample Date

Report Presented: Sample Date

H^x

YOUR RESULTS

SAMPLE VENUE - REGIONAL HOTEL RESTAURANT OF THE YEAR MYSTERY SHOPPING REPORT

*The next few pages provide a detailed breakdown of each of the sub-scores
in your mystery shopping report.*

OVERALL SCORE FOR THIS REPORT

0 - 66% High risk area

67 - 80% Requires management

81 - 100% Area of strength

your results

5% TELEPHONE TECHNIQUE	10% STAFF WELCOMING, PROMPTNESS & GROOMING	10% RESTAURANT CLEANLINESS & HYGIENE	5% BACKGROUND. MUSIC, NOISES & EASE OF ACCESS	5% PRESENTATION
15% MENU	20% TECHNICAL SKILLS & KNOWLEDGE OF STAFF	5% ACCURACY OF ACCOUNT	10% QUALITY OF FOOD & BEVERAGE	5% EFFICIENCY OF SERVICE
10% ENVIRONMENTAL SUSTAINABILITY				

TELEPHONE TECHNIQUE

SAMPLE VENUE - REGIONAL HOTEL RESTAURANT OF THE YEAR MYSTERY SHOPPING REPORT

Date & time of the phone call: {\$call_datetime}

results

1.01	Was the telephone answered within three rings when you called to make a reservation?	
1.02	Did the restaurant service staff member identify the name of the restaurant when they answered the phone?	
1.03	Did the restaurant service staff member give their name when they answered the phone?	
1.04	If yes, what was their name?	
1.05	Did the restaurant service staff member confirm your reservation date and time?	
1.06	Did the restaurant service staff member farewell you in a friendly manner?	

notes...

TOTALS FOR THIS SECTION			
POSITIVE	NEGATIVE	N/A	TOTAL

STAFF WELCOMING, PROMPTNESS & GROOMING

SAMPLE VENUE - REGIONAL HOTEL RESTAURANT OF THE YEAR
MYSTERY SHOPPING REPORT

Date & time arrived at the venue: {\$arrival_datetime}

results

2.01	Were you greeted or acknowledged within 60 seconds of entering the restaurant?	
2.02	Did the restaurant service staff member welcome you to the restaurant?	
2.03	Did the restaurant service staff member make eye contact while serving you?	
2.04	Did the restaurant service staff member use your name after checking you in?	
2.05	Did the restaurant service staff member use courteous language?	
2.06	Did the restaurant service member who served introduce themselves by name or were they wearing a name badge?	
2.07	If yes, what was their name?	
2.08	If not, please describe the restaurant service staff member who served you.	
2.09	Did the restaurant service staff member walk you to your table?	
2.10	If the restaurant service staff member who served you at your table, was different to the restaurant service staff member who welcomed you, were they wearing a name badge?	
2.11	If yes, what was their name?	
2.12	If no, please describe the restaurant service staff member who served you.	
2.13	If yes, did this restaurant service staff member smile and make eye contact while serving you?	
2.14	If yes, did this restaurant service staff member use courteous language?	

2.15	Were all the restaurant service staff members attentive?	
2.16	Were all the restaurant service staff members well groomed?	
2.17	Were all the restaurant service staff members in full uniform?	
2.18	Was the uniform of all the restaurant service staff members consistent with the theme of the venue?	

notes...

TOTALS FOR THIS SECTION			
POSITIVE	NEGATIVE	N/A	TOTAL

RESTAURANT CLEANLINESS & HYGIENE

SAMPLE VENUE - REGIONAL HOTEL RESTAURANT OF THE YEAR
MYSTERY SHOPPING REPORT

results

3.01	Was the restaurant area clean?	
3.02	Was the restaurant area tidy?	
3.03	Were carpets and floors within the restaurant clean?	
3.04	Were unoccupied tables inside the restaurant, tidy and ready for the next guest/s?	

notes...

TOTALS FOR THIS SECTION			
POSITIVE	NEGATIVE	N/A	TOTAL

BACKGROUND MUSIC, NOISE AND EASE OF ACCESS

SAMPLE VENUE - REGIONAL HOTEL RESTAURANT OF THE YEAR
MYSTERY SHOPPING REPORT

results

4.01	Was the lighting inside the restaurant appropriate?	
4.02	Was the music inside the restaurant at an appropriate level?	
4.03	Were there clear, easy-to-find directional signs within the restaurant?	
4.04	Was the temperature inside the restaurant comfortable?	

notes...

TOTALS FOR THIS SECTION			
POSITIVE	NEGATIVE	N/A	TOTAL

PRESENTATION

SAMPLE VENUE - REGIONAL HOTEL RESTAURANT OF THE YEAR MYSTERY SHOPPING REPORT

results

5.01	Was the table set with clean polished cutlery and napkins?	
5.02	Was the crockery, cutlery and table linen of a high standard?	

notes...

TOTALS FOR THIS SECTION			
POSITIVE	NEGATIVE	N/A	TOTAL

MENU

SAMPLE VENUE - REGIONAL HOTEL RESTAURANT OF THE YEAR MYSTERY SHOPPING REPORT

results

6.01	Were menus made available?	
6.02	Were the menus written in an appropriate font and easy to read?	
6.03	Were the menus undamaged?	
6.04	Were the menus clean?	
6.05	Were the menus in line with the style of the venue?	
6.06	Was there an appropriate variety of items available from the menu?	
6.07	Did the menu feature any locally sourced produce?	
6.08	Did the menu feature any specials?	
6.09	Was there evidence of seasonal variation with dishes on the menu?	
6.10	Were there items on the menu that you hadn't seen before or that are not mainstream?	
6.11	If yes, what were they?	
6.12	Were there at least three options of white wine by the glass?	
6.13	Were there at least three options of red wine by the glass?	
6.14	Were there at least three options of bottled beer?	
6.15	Were there locally sourced beverage options available on the menu?	
6.16	If yes, please give three examples.	
6.17	Were there imported options available on the menu?	
6.18	If yes, please give three examples.	

6.19 Were there at least three non-alcoholic beverage options available on the menu?

6.20 Was there espresso coffee available on the menu?

notes...

TOTALS FOR THIS SECTION			
POSITIVE	NEGATIVE	N/A	TOTAL

photo of the menu

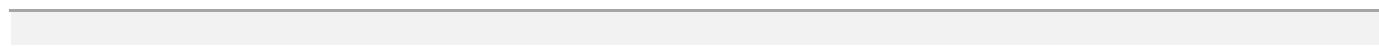
TECHNICAL SKILLS & KNOWLEDGE OF STAFF

SAMPLE VENUE - REGIONAL HOTEL RESTAURANT OF THE YEAR MYSTERY SHOPPING REPORT

results

7.01	Did the restaurant service staff member ask if you had been to the restaurant previously?	
7.02	Did the restaurant service staff member explain how the menu works / what specials were on order?	
ASK	<i>"What's a popular dish that you'd recommend for me?"</i>	
7.03	What did they recommend?	
7.04	Was your query answered confidently?	
7.05	Was your query answered in an informative manner?	
7.06	Was your query answered efficiently?	
ASK	<i>"What options do you have that are dairy-free?"</i>	
7.07	What did they recommend?	
7.08	Was your query answered confidently?	
7.09	Was your query answered in an informative manner?	
7.10	Was your query answered efficiently?	
7.11	Did the restaurant service staff member up sell or suggestive sell to you when taking your order?	

notes...



TOTALS FOR THIS SECTION			
POSITIVE	NEGATIVE	N/A	TOTAL

FOOD & DRINK (QUALITY, CLEANLINESS & HYGIENE, EFFICIENCY OF SERVICE, ACCURACY OF ACCOUNT)

SAMPLE VENUE - REGIONAL HOTEL RESTAURANT OF THE YEAR MYSTERY SHOPPING REPORT

results

8.01	Did the restaurant service staff member get your food order correct?	
8.02	Was the cutlery clean?	
8.03	Was the food served on clean crockery?	
8.04	Was all the food served at the correct temperature?	
8.05	Was the description of the dish on the menu, an accurate representation of the meal presented to you?	
8.06	If more than one meal was ordered, were all meals delivered at the same time?	
8.07	If more than one meal was ordered, were all meals placed in front of the correct guest?	
8.08	Were you offered salt and pepper?	
8.09	Did the restaurant service staff member get your drink orders correct?	
8.10	Were your drinks served in clean glasses?	
8.11	Were your drinks served at the appropriate temperature?	
8.12	Was your drink order taken within five minutes of you being seated at your table?	
8.13	Was your drink order brought to your table within five minutes of ordering?	
8.14	If more than one drink was ordered, were all drinks delivered at the same time?	
8.15	Was your meal order taken within five minutes of you placing your menu down on the table (after deciding what you wanted to eat)?	
8.16	Was the first food item you ordered delivered to your table within 20 minutes of taking your order?	
8.17	If more than one drink was ordered, were all drinks placed in front of the correct guest?	
8.18	Did the restaurant service staff member ask you how your meal was at any point?	
8.19	Were plates cleared within five minutes of all guests finishing their meals?	

notes...

TOTALS FOR THIS SECTION			
POSITIVE	NEGATIVE	N/A	TOTAL

photo of the meal and drinks

ENVIRONMENTAL SUSTAINABILITY
SAMPLE VENUE - REGIONAL HOTEL RESTAURANT OF THE YEAR
MYSTERY SHOPPING REPORT

results

9.01	Was there visual evidence that the hotel is supportive of and/or engaging in environmentally sustainable practices? e.g. reimbursements or incentives to minimise environmental footprint (credit for not changing towels each day), messaging/collateral around choices the hotel has made (no single-use water bottles), additional information at check-in about initiatives.	
If yes, what were they?		

TOTALS FOR THIS SECTION			
POSITIVE	NEGATIVE	N/A	TOTAL

LEAVING THE VENUE

SAMPLE VENUE - REGIONAL HOTEL RESTAURANT OF THE YEAR
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results

10.01	Were you farewelled as you left the restaurant?	
10.02	Was the bill accurate for what was ordered?	

notes...

TOTALS FOR THIS SECTION			
POSITIVE	NEGATIVE	N/A	TOTAL

KEY COMMENTS

SAMPLE VENUE - REGIONAL HOTEL RESTAURANT OF THE YEAR
MYSTERY SHOPPING REPORT

overall feedback...

THE BEST THING

KEY AREA(S) OF IMPROVEMENT
