MYSTERY SHOPPER
– EVALUATION CRITERIA
Customer Service (/20)

■ Staff knowledge of menu items:
  - *Ingredients*
  - *How food is cooked/prepared*

■ Customer interactions:
  - • *How you feel after interaction with staff i.e. where they friendly*
    • *Positive attitude*

■ Response to dietary Restrictions :
  - *Knowledge of ingredients in question*
  - *Response to the concern & level of confidence felt by customer*

■ Transaction knowledge
Variety / Menu (/15)

- General variety
- Specific variety in terms of stock available on a specific day
- Seasonal special stock available i.e. Halloween,
Quality (/20)

- Quality and knowledge of staff making made-to-order items
- General quality of food
- Consistency of taste and method of preparation
- Smell
  - *No burning smells*
  - *No overpowering smells i.e. too much seasoning/spices*
- Display and presentation
- Ensure food is not overcooked, undercooked, raw, off-coloured or burnt
- Check for visual appearance of presentation
  - *Colour, symmetry of presentation, evenness of cooking*
Speed: (/15)

■ Focus on more “fast food” style units
■ Analyze reason for delay i.e. lack of knowledge/training
Value for Money (/15)

- Were you happy with the serving size?
- Was the quality up to expectations regarding price?
- Overall happiness with the meal considering what you paid
Cleanliness / Hygiene (/15)

- Overall cleanliness of the unit (inside cafeteria)
- Cleanliness of food prep areas and serving stations, staff hygiene
To be included:

- Photos of food, line, dining area
- Time spent in line, time spent ordering (approximate), and time spent waiting for food once ordered