

# SECRET SHOPPING ON-DEMAND™

POWERED BY ABOUTFACE

www.secretshoppingondemand.com

## Family Style Restaurant

Business Name:  [pick](#) Location Name:  Address:  Telephone:   
Shift: [Choose one]  Website:   
Date of Shop:  [pick](#) Time In:  [pick](#) Time Out:  [pick](#) Reimbursement Amt:   
Month: [Choose one]  Quarter:  Year: [Choose one]   
Date Ordered:  Drop Dead Date:  Order Timeline:  Reimbursement Tier:

### Telephone Experience

Total:   
Env/ Atm Total:   
FD Hosp Total:   
Server Total:   
Food & Bev Total:   
Mgmt Acct Total:   
The Bottom Line:

Telephone Rep:

Host/Hostess:

Server:

Manager:

Exp:

Return:

### VISIT TOTAL:

Shopper Name:  Shopper Ranking: [Choose one]  Link:   
Jr. Editor:  Jr. Editor Ranking: [Choose one]  Sr. Editor:  Sr. Editor Ranking: [Choose one]

### WWW.SECRETSHOPPINGONDEMAND.COM

To log back in to Secret Shopping On-Demand™ to review your account or place another order, simply go to [www.secretshoppingondemand.com](http://www.secretshoppingondemand.com) and click the "Back for More?" button. You will be prompted to enter your email address and the password you set up when you created your account.

### SCORING CRITERIA

Yes = 10, No = 0

Yes = 5, No = 0

N/A = Both the actual and the possible points are thrown out, so as not to adversely affect the total score.

### ATTACHMENTS

Please scan your receipt(s) and attach to the shop or fax to the number provided on the Shopper Directions, along with your name, date, store and time of purchase on it. If you are doing more than one shop, you must fax the receipts in on separate faxes. Please write legibly. The shop will not be accepted without a receipt.

<Your file attachment control will be placed here. ID='Q\_0201' htmlolther='onchange="fileUploadOnChange(this);" '>

### TELEPHONE EXPERIENCE

This section assesses the manner in which the telephone representative handled your call.

**TE**

Telephone Representative's Name:

- 1. URGENCY: Was your call answered within three rings?  NA  Yes  No
- 2. GREETING: Did you receive an enthusiastic, friendly greeting?  NA  Yes  No

Please explain this section's answers here:

  

**ENVIRONMENT/ATMOSPHERE**

This section assesses the condition of the restaurant's exterior and interior areas.

**Exterior**

- 1. PARKING: Was the parking lot safe, well lit and easy to access?  NA  Yes  No
- 2. SIGNAGE: Did the exterior signage:
  - A. Look professional and appealing?  NA  Yes  No
  - B. Make it easy for you to locate the restaurant?  NA  Yes  No

Please explain this section's answers here:

  

**Interior**

- 1. FOYER: Was the foyer/lobby area clean and inviting?  NA  Yes  No
- 2. DINING AREA: Were the dining areas clean and free of litter?  NA  Yes  No
- 3. RESTROOMS: When you visited the restrooms:
  - A. Did they appear clean and routinely cared for?  NA  Yes  No
  - B. Were there adequate supplies?  NA  Yes  No
- 4. FURNISHINGS: Were ledges, walls, decorations and air vents clean and free of dust?  NA  Yes  No
- 5. COMFORT: Was the overall environment comfortable in terms of:
  - A. Temperature?  NA  Yes  No
  - B. Music selection and volume?  NA  Yes  No
  - C. Lighting?  NA  Yes  No

Please explain this section's answers here:

  

**FRONT DOOR HOSPITALITY**

This section assesses the job competencies demonstrated by the host/hostess who assisted you.

**FDH**

Was a host/hostess on duty?  NA  Yes  No

SHOPPER: If there was no host/hostess, please answer all the questions in this section N/A.

Host/Hostess's Name:

Host/Hostess's Description:

A. Gender:

[Choose one]

B. Height:

[Choose one]

C. Hair Length:

[Choose one]

D. Hair Color:

[Choose one]

E. Glasses?

NA  Yes  No

F. Other Descriptor:

1. ENTHUSIASM: Did the host/hostess give you an enthusiastic welcome?

NA  Yes  No

2. COURTESY: Was the host/hostess courteous, and did he/she present a pleasant demeanor?

NA  Yes  No

3. ACCOMMODATION: If you had any special requests, did the host/hostess graciously attempt to accommodate you?

NA  Yes  No

4. WAIT TIME: If there was a wait for seating:

A. How long was the wait?

[Choose one]

B. Did the host/hostess keep you informed about the wait time?

NA  Yes  No

5. MENUS: When the host/hostess seated you at your table, did he/she place food menus on the table?

NA  Yes  No

6. APPRECIATION: When you left, did the host/hostess give you a sincere farewell and invite you to come back?

NA  Yes  No

Please explain this section's answers here:

## SERVER

This section assesses the job competencies demonstrated by the server who assisted you.

### Attitude

Server's Name:

Server's Description:

A. Gender:

[Choose one]

B. Height:

[Choose one]

C. Hair Length:

[Choose one]

D. Hair Color:

[Choose one]

E. Glasses?

NA  Yes  No

F. Other Descriptor:

1. URGENCY: After you were seated, were you greeted by your server within 60 seconds?

NA  Yes  No

2. ENTHUSIASM: Did the server introduce him/herself in an enthusiastic manner?

NA  Yes  No

3. FOCUS: Was the server focused and attentive, and did he/she thoroughly meet your needs throughout your visit?

NA  Yes  No

4. APPRECIATION: Did the server sincerely thank you (or show appreciation to you for coming) and invite you to return?

NA  Yes  No

Please explain this section's answers here:

## Professionalism

1. ACCURACY: Did everyone in your party receive their correct order?  NA  Yes  No
  2. DISHES: Did the server remove the soiled dishes in a timely manner?  NA  Yes  No
  3. CHECK: Was the check:
    - A. Presented in a timely manner?  NA  Yes  No
    - B. Correct? Did it accurately reflect your order?  NA  Yes  No
- Please explain this section's answers here:

### Knowledge

1. UNDERSTANDING: Was the server knowledgeable about:
    - A. Menu items?  NA  Yes  No
    - B. How items were prepared?  NA  Yes  No
    - C. The restaurant?  NA  Yes  No
  2. CONFIDENCE: Did the server seem confident?  NA  Yes  No
- Please explain this section's answers here:

### Salesmanship

1. UPSELLING: When you ordered water, did the server suggest another beverage (such as bottled water, soft drink, tea or coffee)?  NA  Yes  No
  2. SUGGESTIVE SELLING: Did the server suggest a specific soup, salad, starter/appetizer or dessert?  NA  Yes  No
- Please explain this section's answers here:

### FOOD & BEVERAGE

This section assesses the quality of your food and beverage selections.

### Presentation

1. TABLE ITEMS: Were plates, silverware, glassware, napkins and condiment holder clean and in good condition?  NA  Yes  No
  2. FOOD ITEMS: When the following items were presented, were they appealing on the plate:
    - A. Starters/Appetizers?  NA  Yes  No
    - B. Entrées?  NA  Yes  No
    - C. Desserts?  NA  Yes  No
- Please explain this section's answers here:

### Timeliness

SHOPPER: In the comment box at the end of this section, please provide the actual number of minutes it took for delivery of each part of your meal.

1. BEVERAGES: Was your beverage order delivered within four minutes after ordering?  NA  Yes  No

2. **STARTERS/APPETIZERS:** Were starters/appetizers delivered within seven minutes after ordering?  NA  Yes  No
  3. **ENTRÉES:** Were entrées delivered within 15 minutes after ordering?  NA  Yes  No
  4. **DESSERTS:** Were desserts delivered within seven minutes after ordering?  NA  Yes  No
- Please explain this section's answers here:

  


### Quality

SHOPPER: In the comment box at the end of this section, please provide details about the quality of each part of your meal.

1. **BEVERAGES:** Did your beverage taste good?  NA  Yes  No
2. **FOOD:** Were each of these food items tasty and of good quality:
  - A. Starters/Appetizers?  NA  Yes  No
  - B. Entrées?  NA  Yes  No
  - C. Desserts?  NA  Yes  No

Please explain this section's answers here:

  


### MANAGEMENT ACCOUNTABILITY

This section includes questions that are directly attributed to managers. It is management's responsibility to set the team up to win.

### MA

Manager's Name: \_\_\_\_\_

Manager's Description:

- A. Gender:
- B. Height:
- C. Hair Length:
- D. Hair Color:
- E. Glasses?  NA  Yes  No
- F. Other Descriptor: \_\_\_\_\_

SHOPPER: You MUST get the name of the manager. If you are unable to get it during your visit, you must call the restaurant as soon as possible after your visit.

1. **GROOMING:** Was the manager neatly and professionally groomed?  NA  Yes  No
2. **GUEST RELATIONS:** Did the manager:
  - A. Circulate among guest tables?  NA  Yes  No
  - B. Visit your table?  NA  Yes  No
3. **TEAM RELATIONS:** Was the manager interactive with and directive to employees?  NA  Yes  No
4. **EFFICIENCY:** Did the restaurant appear to be running smoothly and under control?  NA  Yes  No

Please explain this section's answers here:

## SHOPPER EXPENSES

The section contains a listing of all expenses incurred during this shop. Please note that you will be reimbursed only up to the reimbursement amount stated in the Shopper Directions regardless of the amount you actually spent.

### SE

SHOPPER: If extenuating circumstances occurred that kept you from completing any of the line items below, please mark this box YES and describe what happened in the comment box below:

Yes  No

Please explain here any extenuating circumstances related to shopper expenses:

A. List Appetizer:

Appetizer Charge:

\$

B. Beverage #1:

Beverage #1 Charge:

\$

C. Beverage #2:

Beverage #2 Charge:

\$

D. List Entrée #1:

Entrée #1 Charge:

\$

E. List Entrée #2:

Entrée #2 Charge:

\$

F. List Dessert:

Dessert Charge:

\$

G. Server Tip:

\$

H. Sales Tax Amount:

\$

I. Total Shopper Expenses:

J. Reimbursement Amount:

\$

EDITOR: In the Reimbursement Amount box (item J above), place either the reimbursement amount allowed for this shop OR the amount shown on line I above, whichever is smaller.

## BOTTOM LINE

The Bottom Line is a qualitative category, which sums up the customer's experience.

### BL

1. Choose one word to describe your experience:

2. Would you return to this location?

NA  Yes  No

3. What would have made your visit more enjoyable? What was missing?

## CUSTOM QUESTIONS

This section contains questions that are unique to this shop.

### CQ

1. CUSTOM QUESTION #1: Was a Custom Question #1 listed for this shop at the

above website?

NA  Yes  No

Please answer Custom Question #1 here:

  

2. CUSTOM QUESTION #2: Was a Custom Question #2 listed for this shop at the above website?

NA  Yes  No

Please answer Custom Question #2 here:

  

3. CUSTOM QUESTION #3: Was a Custom Question #3 listed for this shop at the above website?

NA  Yes  No

Please answer Custom Question #3 here:

  

4. CUSTOM QUESTION #4: Was a Custom Question #4 listed for this shop at the above website?

NA  Yes  No

Please answer Custom Question #4 here:

  

5. CUSTOM QUESTION #5: Was a Custom Question #5 listed for this shop at the above website?

NA  Yes  No

Please answer Custom Question #5 here:

  

### Additional Comments and Narrative

We have only asked specific service-oriented questions on this shop. If you have any additional information concerning this visit, you may tell us below. It can be on anything the client/partner would want to know to assist them in maintaining the best service in the industry.

  

### Shopper

- Since you are judging someone else's performance in this report, how was your performance?
- Did you do the best job you are capable of doing?
- Would you be proud to sign your name to this job, as an example of your workmanship?
- If you have any questions, concerning making this shop the best, please e-mail your question / concern to [qualitycontrol@aboutfacecorp.com](mailto:qualitycontrol@aboutfacecorp.com).
- Before you hit SUBMIT, please make this your best, most descriptive work. Our clients deserve it, and you deserve to be paid our highest performance pay on every project.

### Internal Information

1. Wow - Choose YES if the service at this location stood out as so exemplary that someone high-up must be told about it.

[Choose]

Briefly describe why here:

  

2. Risk - Check this box if something so off the wall happened that someone high-up

[Choose]

must be told about it.

Briefly describe why here:



3. Unusual Circumstances - Check this box if something odd happened with scheduling that needs to be understood by the AboutFace team:

[Choose]

Briefly describe why here:



A. Scheduling:

[Choose]

B. Payments:

[Choose]

i. Bonus Pay?

\$

ii. Payment Split:

[Choose]

1. How Much?

\$

2. With Whom?

a. Shopper's Name:

b. Shopper's Email:

iii. Deduction:

\$

Briefly describe why here:



iv. Typing:

[Choose one]

a. Typist's Initials:

C. Editing:

[Choose]

Briefly explain why here.

