

Sample Restaurant Evaluation

Quality Assurance Evaluation

TRS02-9912-2

Date:	<input type="text" value="Tue, December 07, 1999"/>	Arrival Time:	<input type="text" value="11:38am"/>	Service:	<input type="text" value="75%"/>
Check Amt.	<input type="text" value="20.14"/>	Tip Amt:	<input type="text" value="4.00"/>	Total Amt:	<input type="text" value="\$24.14"/>
Server Name/Desc:	<input type="text" value="Sarah"/>			Food:	<input type="text" value="100%"/>
Greeter Name/Desc:	<input type="text" value="Young woman with long blonde hair"/>			Ambiance:	<input type="text" value="95%"/>
Manager Desc:	<input type="text" value="Didn't notice one"/>			Total Ave. Score:	<input type="text" value="90%"/>
				Suggestive Selling:	<input type="text" value="67%"/>

Please rate each entry with either a "1" for yes, a "0" for no or a "N/A" for not applicable.

Service

1. When you entered the restaurant did the Host(ess):

- A. Open the door upon entering? (Not applicable if open entry)
- B. Greet you in a pleasing manner?
- C. Convey the feeling that you were a valued customer?
- D. Seat you and deliver menus in a courteous manner?
- E. Quote your wait accurately within 10 minutes?
- F. Was the host or hostess properly attired?

2. After being seated, did your server:

- A. Arrive within one to two minutes to take your order?
- B. Extend a warm greeting and introduce themselves by name?
- C. Convey the feeling that you were a valued customer?
- E. Was your table properly set-table tent displayed; china/silver?

3. When taking your order, did your server:

- A. **** Suggest a beverage or specialty drink?**
- B. **** Suggest and recommend a loaf of onion rings?**
- C. Appear to be knowledgeable about the menu items?
- D. Thank you and give appropriate instructions for delivery of?

4. In preparation for the entree, did your server:

- A. Serve drinks and child apps (if applic) in 3-6 minutes?
- B. Check back within 2-3 minutes after serving the appetizer?
- C. Remain attentive throughout the dining experience?
- D. Serve the soup or salad within 4-7 minutes?
- E. Clear salads and dirty dishes?

5. When the entree arrived:

- A. Was it served within 12 mins (lun) 15 mins (dina) form order?
- B. Was the order correct, complete and properly prepared?
- C. Did the server offer Bibs for BBQ items?
- D. Were appropriate condiments served?
- E. Did the server remain attentive throughout the dining experi?

6. After 2 minutes, did your server:

- A. Check back to ensure that your meal was satisfactory?
- B. Offer refills on beverages/drinks (if needed or applicable)?

The report header summarizes the time and date of the evaluation along with the scores by section. The server name can be suppressed if desired.

The questions will be customized to reflect your "Sequence of Service". This form becomes a useful training tool and can be used in your training and orientation

Every item is scored with a "1", "0" or "NA". All exceptions (0's), are documented at the end of the section. See the following page for related comments. Also, note that suggestive selling or other categories of questions can be tracked and scored separately.

7. At the completion of your entree, did your server:

- 1 A. Clear all dishes except beverages?
- 1 B. **** Mention dessert at lunch; Present the dessert tray at dinner?**
- 1 C. Deliver the check along with cashing out instructions?
- 1 D. Cash out check and return change within 4-7 minutes?
- 1 E. Thank you and invite you back again?

8. Upon leaving the restaurant did the Host(ess):

- 1 A. Thank you and invite you back again?
- 1 B. Offer to open the door for you? (if applicable)

9. Regarding the Bussers:

- 1 A. Were they neat and professional in their appearance?
- 1 B. Did they appear to be busy and efficeint in their work?
- 1 C. Were tables promptly bussed? (If unbussed for more than 4 mins score a zero)

10. Regarding the bar area:

- N/A A. Did bartenders appear neat and professional in their appearance?
- N/A B. Did the bartenders appear to interact well with the guests?

11. Regarding the Manager: (host/ess is usually acting manage

- 1 A. Was the Manager interacting with and directing the staff?
- 1 B. Was the Manager visiting tables to inquire about satisfaction?
- 0 C. Did the Manager visit your table?

12. Other items:

- 1 A. Did the overall dining experience meet or exceed your expectations?
- 0 B. Were there enough employees to take care of the guests?
- 1 C. Based on this dining experience, would you return as a paying custom

Total () Suggestive Selling Pts.: 2 / 3 Possible = 67%**

Total Service Points: 33 / 44 Possible = 75%

Service Comments - Referenced to the questions above.

All zero scores are documented in the comments box at the end of the service section.

The Service and Suggestive Selling scores are also displayed here - as well as on the header on the previous page

- 1A The hostess did not open the door for us upon entering the restaurant.
- 1B The hostess did not greet us in a warm manner. She barely acknowledged us because she was busy talking to a co-employee.
- 1C It was not conveyed to us that we were a valued customer. We had to wait four minutes at the doorway when clearly there were plenty of empty seats to be filled.
- 2A Server arrived 5 minutes after we were seated.
- 3B The server did not mention anything about appetizers as we were ordering.
- 4B The server did not check back within 2-3 minutes after serving the appetizer.
- 4D Soup and salad were not ordered.
- 5A The entree was served 14 minutes after the appetizer.
- 5C NA - BBQ items were not ordered.
- 5E We felt the server did not pay too close attention to us. We felt that our drinks could have been refilled during our main course.

6B The server did not refill our drinks after we received our entrees, although we could have used refills at that point in time.

10A-B, We were not seated near the bar and were unable to view the bar area operations.

11C The manager did not stop by, acknowledge or visit us at our table.

12B It seemed that our server had quite a few tables that kept her too busy.

What impressed you the MOST and the LEAST?

Most - The server gave me a diet coke with lemon and I didn't even have to ask for it. Ususally I have to ask for lemon and it was nice having it served that way.

The server was very nice and polite and seemed to enjoy waiting tables.

Least - It seemed as though we had to wait a quite awhile on our appetizer and main dishes. Also, our drinks could have been refilled sooner.

Note that open-ended comment questions can be used in addition to the scored questions.

By now you have noticed that our reports are typed - making them legible and easy to read and reproduce. The memo fields will expand to accomodate additional comments. Reports are input by our evaluators through an online internet connection to our web site. Each report is subsequently "proofed" by a member of our staff to ensure the highest quality standards.

The sample report you are viewing is an actual report - with the client's name removed. It is indicative of the hundreds of evaluations we perform each month. This report was also printed from our web-site - in color! You will have the ability to print your own reports from our web site on your laser printer or in color if you have a color printer using a standard internet connection and a Microsoft Internet Explorer Browser.

Sequence of Service TRS02-9912-2
Time, Event and Comment Log

Below fill out a brief chronological log of each interaction you had with the service staff or management. Include time, event and significant comments or actions.

Time Interaction or event - brief description

11:38 Arrived at the restaurant. There were some other people standing at the hostess booth waiting to be seated.

11:42 We were seated and given menus.

11:47 We ordered our drinks, an appetizer, and entrees. The server was very nice and she seemed to be rather busy, since it looked like she was assigned five or six tables.

11:49 Our drinks were served.

11:56 The appetizer was served.

12:06 Our drinks were refilled and the appetizer dishes were cleared. The server gave us a bread roll with butter.

12:10 Our entrees were served.

12:12 The server checked back to see if everything was o.k.

12:22 The server check back with us to see if we wanted some dessert.

12:25 The server cleared our dishes.

12:27 The server presented us with the check and cashing out instructions.

12:29 I got my receipt back and credit card and left the restaurant.

The time log gives you a "snap shop" in time of the entire dining experience. Each significant interaction with the service staff is documented. The time log is used to determine if the timing standards and criteria are met during the "sequence of service"

Sample Restaurant Evaluation

Food Section

TRS02-9912-2

List each item purchased (beverage, appetizer, side dish, entree, and dessert) and rate them according to the five quality headings listed below. Score them as follows: "0" = Did not meet your expectations, "1" = Met or exceeded your expectations.

Food Item Purchased		Taste	Quality	Temp	Appear	Value	Total
1.	Diet Coke	1	1	1	1	1	5
2.	French fries	1	1	1	1	1	5
3.	Cole slaw	1	1	1	1	1	5
4.	Potato skins	1	1	1	1	1	5
5.	Cheese steak	1	1	1	1	1	5
6.	Smokin Blue Ridge Burger	1	1	1	1	1	5
7.							
8.							
9.							
10.							
Total Points Earned		6	6	6	6	6	30
Possible Points		6	6	6	6	6	30
Percent Earned Score		100%	100%	100%	100%	100%	100%

Each food item is listed and evaluated in terms of Taste, Quality, Temperature, Appearance, and Value.

This allows for an overall food score as well as by each food category.

Food Comments Referenced to the items above. Document all "0's". What did you enjoy least and most?

The entrees were well prepared and were delivered to our table nice and hot. The garnishing was well porportioned and the fries were nice and hot.
 The smokin burger tasted very good with the BBQ sauce that was on it.

Least - I wish a bottle of ketchup would have been on the table because I could have used more.

The food section provides valuable feedback for the "back of the house" All food items receiving "0" scores in any category would also be documented above.

Ambiance

TRS02-9912-2

Please rate the following with either a number "1" for yes, good or excellent or with a "0" for no, poor, fair or mediocre or a "N/A"

1. Service Staff:

- 1 A. Well groomed & professional in their manner?
- 1 B. Uniforms were neat and clean?
- 1 C. Friendly, positive and seemed to enjoy their work?

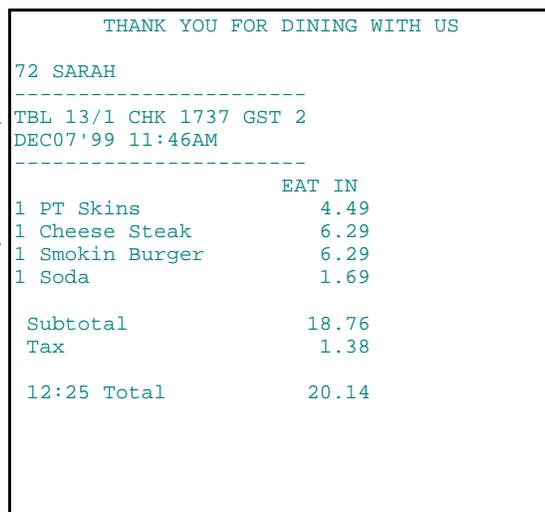
2. Restaurant:

- 1 A. Floors were clean and free of litter?
- 1 B. Tables and chairs were set and orderly?
- 1 C. Overall noise level was acceptable?
- 1 D. Music volume and type were appropriate?
- 1 E. Chairs and booths were comfortable?
- 1 F. Overall feeling was positive and fun?
- 1 G. Restaurant appeared clean and orderly?
- 1 H. Windows and other glass were clean?
- 1 I. Silver, glass and china was clean and properly placed?
- 1 J. Condiments and center pieces clean and well organized?
- 1 K. Lighting was appropriate?

3. Building and surroundings:

- 1 A. Restrooms' were free of litter on the floors?
- 1 B. Paper towels and toilet paper was stocked?
- 0 C. Toilets and sinks clean and in good condition?
- 1 D. Soap dispensers stocked and functional?
- 1 E. Restrooms smelled clean and sanitary?
- 1 F. Parking lots and walk ways were clean and maintained?
- 1 G. Overall facilities were well maintained?
- 1 H. Signs visible, attractive and well maintained?

Replicated Receipt



The receipt is typed in and "replicated". It includes all the details of the original receipt - i.e. server name, table section etc. In addition, evaluators retain the original receipt.

The Ambiance section can provide a fairly detailed facilities inspection

Total Ambiance Points: 21 / 22 Possible = 95%

Comments regarding ambiance related to the questions above?

3C One of the urinals was quite dirty.
Most - The holiday decorations in the restaurant were very nice. It definitely made us feel like it was the holidays.
Least - Since it is the holidays it would have been nice to have holiday music playing instead of rock and roll.
For the most part this is a very nice looking restaurant. It has a nice cozy feeling to it.

Sample Restaurant Location

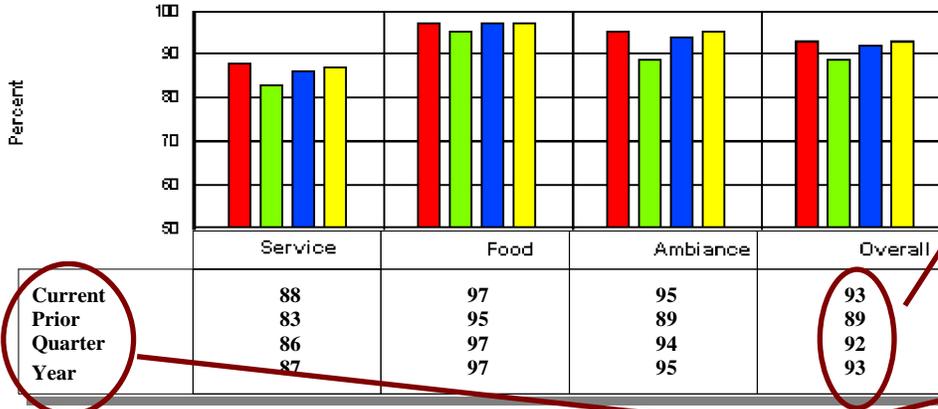
Secret Shopper Monthly Compilation

Report Period Evaluated: 12-99

TRS02

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Overall Quality Comparisons & Trends

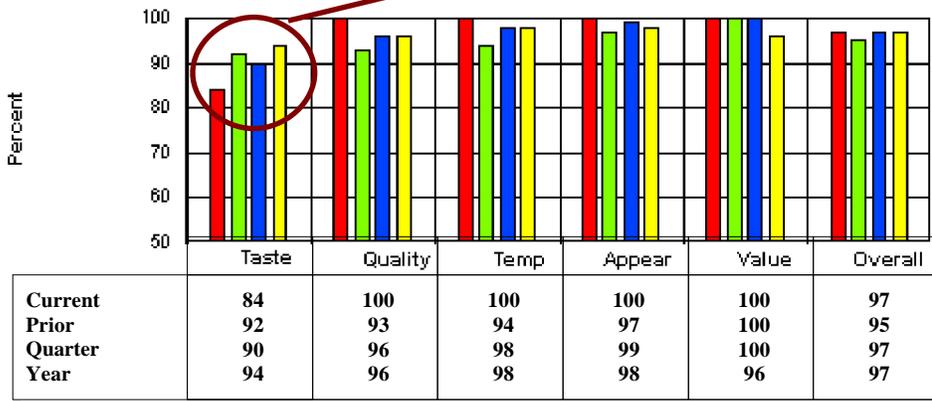


The Monthly Compilation graph numbers are pulled from the compilation detail on the following 2 pages. They give a graphic view of current and past results.

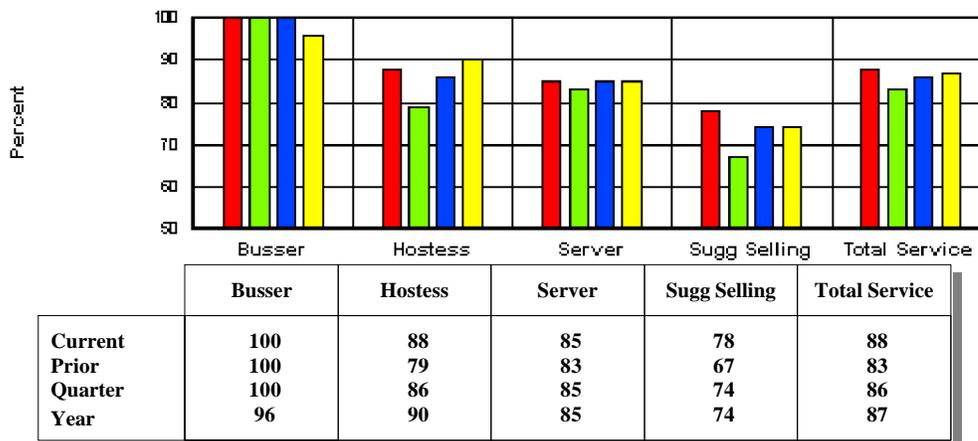
Trends can quickly be spotted by comparing Current, Prior, Quarter and Year-to-Date scores.

These graphs are updated at the end of each reporting period.

Food and Beverage Comparisons & Trends



Sales & Service Comparisons & Trends



Sample Restaurant Location

Current and Historical Compilation Report

Report Period Evaluated: 12-99

Each column reflects one evaluation

Samples: 3

Ref #

				Reporting Periods										
				9912-1	9912-2	9912-3				Cur	Prior	%	QTR	YTD
				12-99	11-99					12-99	11-99	Chg		
Evaluation #s				3	3					3	3		9	36
Time of Day				7:42PM	11:38am	6:55 PM								
Dates / # of Evaluations				12/4	12/7	12/15				1	1		3	12
Day / # of Periods				Sat	Tue	Wed				Ave	Ave		Ave	Ave
Missed # %				Brenda	Sarah	Jeff								
Total Score (Total)				94	90	95				93	89	4%	92	93
Service Score (Total)				93	75	95				88	83	5%	86	87

1 Entering Restaurant - Hostess:

A	Open the door upon entering (If appl)?	1	33		X					67	67	0%	78	69
B	Greeted in a pleasing manner?	1	33		X					67	67	0%	78	94
C	Convey feeling of a valued customer?	1	33		X								94	
D	Seat courteously; delivered menus?	0	0										100	
E	Quoted wait within 10 min or less?	0	0										97	
F	Was host or hostess properly attired?	0	0										100	

2 After Being Seated - Server:

A	Arrive within 1 to 2 minutes?	1	33		X								61
B	Extend warm greeting; introduce self?	0	0										94
C	Convey feeling of valued customer?	0	0										100

3 When Taking the Order - Server:

A	** Suggest beverage or specialty drink?	0	0										86
B	** Suggest a loaf of onion rings?	1	33		X								75
C	Knowledgeable about menu items?	0	0										100
D	Thankyou and indicate next step?	0	0										100

4 Preparation Of Entree - Server:

A	Serve drinks in 3-6 minutes?	0	0										89	
B	After App 2-3 min check back?	1	33		X								64	
C	Remain attentive throughout dining exp?	0	0							100	100	0%	100	94
D	Serve soup/salad within -7 minutes?	0	0							100	0	100%	67	69
E	Clear salads and dirty dishes?	0	0							100	67	33%	89	92

5 When Entree Arrived - Server:

A	Served within 12(am)/15(pm)minutes?	3	100		X	X	X			0	0	0%	0	31
B	Complete, correct, well prepared?	0	0							100	100	0%	100	92
C	Offer bibs for BBQ items?	1	33				X			67	67	0%	67	69
D	Serve appropriate condiments?	0	0										100	97
E	Remain attentive during dining exp?	1	33		X							-33%	89	92

6 After 2-3 Minutes - Server:

A	Check back?	1	33	X								-33%	67	67
B	Offer beverage refills (if needed)?	1	33		X					67	100	-33%	89	94

7 Completion Of Entree - Server:

A	Clear dishes (except beverages)?	0	0							100	100	0%	100	97
B	** Mention dessert (am) Dessert tray (pm)?	1	33	X						67	33	34%	56	61
C	Deliver check and cashing instructions?	0	0							100	100	0%	100	100
D	Cash check, return change 4-7 min?	0	0							100	100	0%	100	100
E	If paying by check - ask for ID?	0	0							100	100	0%	100	100
F	Thank and invite back again?	0	0							100	100	0%	100	100

8 Leaving Restaurant - Hostess:

A	Thank and invite back again?	0	0							100	100	0%	89	89
B	Offer to open door (if applicable)?	0	0							100	67	33%	78	81

9 During Meal - Bussers:

A	Neat & professional appearance?	0	0							100	100	0%	100	97
B	Busy & efficient in their work?	0	0							100	100	0%	100	97
C	Tables bussed within 4 minutes?	0	0							100	100	0%	100	94

10 Regarding the Bar Area:

A	Bartenders neat & professional?	0	0							100	100	0%	100	100
B	Bartenders interact well with customers?	0	0							100	100	0%	100	97

11 Regarding the Manager:

A	Mgr intereacting & directing staff?	0	0							100	67	33%	89	92
B	Was Mgr visiting tables?	0	0							100	67	33%	89	81
C	Did the Mgr visit your table?	1	33		X					67	67	0%	44	53

12 Other:

The Compilation Report correlates to the individual evaluation reports and provides an in depth analysis of every reporting criteria - not only in the current reporting period - but also historically.

Quickly focus in on strengths and problem areas and review current and historical scores and trends -question by question.

An "X" means the criteria was not met - it represents an exception

Sample Restaurant Location

Current and Historical Compilation Report

Report Period Evaluated: 12-99

Samples: 3

Ref #

Evaluation #s	Reporting Periods			%	QTR	YTD
	Curr 12-99	Prior 11-99	Chg			
Time of Day	9912-1 7:42PM	9912-2 11:38am	9912-3 6:55 PM			
Dates / # of Evaluations	12/4	12/7	12/15		9	36
Day / # of Periods	Sat Brenda	Tue Sarah	Wed Jeff		3	12
	Missed	#	%	Ave	Ave	Ave
A Dining meet or exceed expectations?	0	0		100	100	0%
B Adequate employees to care for guests?	1	33	X	67	67	0%
C Would you return as a paying customer?	0	0		100	100	0%
Total Missed:	16					

Ambiance Score (Total)	95	95	95				95	89	6%	94	95
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1 Service Staff:

A Well groomed & professional?	0	0		100	100	0%	100	100
B Uniforms neat & clean?	0	0		100	100	0%	100	100
C Friendly; enjoying their work?	0	0		100	67	33%	89	97

2 Restaurant:

A Floors clean & liter free?	0	0		100	100	0%	100	94
B Tables and chairs set; orderly?	0	0		100	100	0%	100	100
C Noise level acceptable?	0	0		100	100	0%	100	100
D Music volume & type appropriate?	0	0		100	100	0%	100	97
E Chairs and booths comfortable?	0	0		100	100	0%	100	94
F Overall feeling positive & fun?	0	0		100	100	0%	100	100
G Restaurant clean & orderly?	0	0		100	100	0%	100	100
H Windows and other glass clean?	0	0		100	100	0%	89	97
I China, glass, silver OK?	0	0		100	100	0%	100	100
J Condiments and center pieces OK?	0	0		100	100	0%	100	100
K Lighting OK?	0	0		100	33	67%	78	92

3 Building & Surroundings:

A Restrooms clean, liter free floors?	2	67		33	33	0%	56	64
B Paper towels & toilet paper stocked?	0	0		100	100	0%	89	92
C Toilets, sinks clean - good condition?	1	33		67	33	34%	67	75
D Soap dispensers stocked, functional?	0	0		100	100	0%	100	100
E Restrooms - clean & sanitary smell?	0	0		100	100	0%	100	94
F Walk ways, parking lots - maintained?	0	0		100	100	0%	100	100
G Overall facilities well maintained?	0	0		100	100	0%	100	100
H Signs visible, attractive, maintained?	0	0		100	100	0%	100	100
Total Missed:	3							

Food Score (Total)	95	100	96				97	95	2%	97	97
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Food Categories:

Taste	75	100	78				84	92	-8%	90	94
Quality	100	100	100				100	93	7%	96	96
Temperature	100	100	100				100	94	6%	98	98
Appearance	100	100	100				100	97	3%	99	98
Perceived Value	100	100	100				100	100	0%	100	96

Supplemental Categories

Total Service	44	12	93	75	95	0	0	0		88	83	5%	86	87
Hostess	8	12	100	62	100	0	0	0		88	79	9%	86	90
Busser	3	0	100	100	100	0	0	0		100	100	0%	100	96
Server	25	15	88	76	92	0	0	0		85	83	2%	85	85
Sugg Selling	3	22	67	67	100	0	0	0		78	67	11%	74	74

The above Supplemental Categories allow for the grouping, tracking and keeping separate scores for designated sets of questions. For example, the Hostess scores above are derived by selecting 8 questions that relate to the Host(ess) function. This powerful feature can work nicely with incentive and bonus programs aimed at focusing on important specifics(i.e. Suggestive Selling). Each of the Supplemental Categories are also graphed on the Summary Graph Report.

Sample Restaurant Group

Secret Shopper Program

Monthly Comparisons and Rankings

December 1999

Rank - Ref # - Location Name	Overall		%	Service		%	Food		%	Ambiance		%	S. Selling		%
	Curr/Ytd	Chg		Curr/Ytd	Chg		Curr/Ytd	Chg		Curr/Ytd	Chg		Curr/Ytd	Chg	
1 TRS06 - Name Suppressed	97	94	3	98	90	8	97	97	0	97	96	1	100	94	6
2 TRS12 - Name Suppressed	96	94	2	90	87	3	98	98	0	98	97	1	78	79	-1
3 TRS08 - Name Suppressed	95	94	1	90	87	3	99	97	2	97	98	-1	67	74	-7
4 TRS03 - Name Suppressed	94	92	2	90	86	4	97	96	1	95	96	-1	78	80	-2
5 TRS10 - Name Suppressed	93	94	-1	85	87	-2	98	96	2	97	97	0	78	66	12
6 TRS02 - Name Suppressed	93	93	0	88	87	1	97	97	0	95	95	0	78	74	4
7 TRS11 - Name Suppressed	92	93	-1	86	87	-1	96	97	-1	94	95	-1	67	74	-7
8 TRS04 - Name Suppressed	92	91	1	88	86	2	97	96	1	91	92	-1	67	70	-3
9 TRS09 - Name Suppressed	91	93	-2	83	86	-3	95	97	-2	95	96	-1	56	75	-19
10 TRS07 - Name Suppressed	91	91	0	83	83	0	95	96	-1	94	95	-1	78	71	7
11 TRS05 - Name Suppressed	91	91	0	80	84	-4	99	96	3	95	94	1	56	79	-23
12 TRS14 - Name Suppressed	89	91	-2	81	81	0	95	97	-2	91	95	-4	78	61	17
13 TRS13 - Name Suppressed	83	88	-5	65	74	-9	94	96	-2	89	95	-6	33	33	0
Overall Average Scores	92	92	0	85	85	0	97	97	0	94	95	-1	70	72	-1

The Comparison and Ranking report is a great tool to quickly compare and rank multiple business locations as well as to generate district wide or company wide averages by Overall Scores or by categories such as Service, Food, Ambiance or Suggestive Selling. It also enables one to quickly note if each property location scores improved, remained constant or declined in comparison with their YTD averages. Corporate administrators can quickly spot stores within the organization that need attention and closer monitoring.

The Ranking and Comparison Reports have the following features:

- Any combination of similar stores can be grouped to form a District or Region, allowing each district or regional manager to quickly compare stores each reporting period.
- Stores can be ranked by overall scores for the current period or by the overall YTD scores.
- The YTD scores can reflect a rolling average of the past 12 reporting periods (months) or the YTD values can be reset at the beginning of a new fiscal year.

Many clients use the ranking report in conjunction with individual report scores to recognize and reward individual store managers and staff members who meet or exceed predetermined scores.

The locations listed above are sorted and ranked from the highest to the lowest overall score in the current reporting period. In addition, the YTD overall score and then the YTD service score is used to break any ties.

Note: This report can be generated for a designated district, region, etc.

The Performance Edge, Inc.

1336 N. 550 W. Pleasant Grove, Utah 84062
(801) 364-2944 Fax (801) 818-4294
www.pedge.com

Updated 1-1-2008
(Prices subject to change)



"Quality Assurance Programs" **Restaurant Services and Prices**

Note: Pricing is negotiable based on # units, # shops & length of program.

<u>Restaurant Quality Assurance Evaluations</u>	<u>Price (*)</u>
<u>Comprehensive Secret Shopper Evaluation</u> (* Price per shop negotiable based on # units, # shops & length of program. The agreed upon price will include a predetermined reimbursement amount.	\$ (*) ea.
<u>Monthly Manager Compilation Report and Charts</u> A \$50 value; No additional charge. You have access to the Current and Historical Compilation for individual stores if you do even 1 shop/month	FREE
<u>Monthly Company Comparison/Ranking Report</u> Comparison/Ranking reports available by district, region or company wide.	FREE
<u>Monthly Consolidation Report</u> Detailed Current and Historical Compilation reports available by district, region or company wide.	FREE
<u>Additional Report Copies (bound) (*)</u> (* Clients will have the option of printing as many copies of their reports locally from The Performance Edge Web Site at no additional cost.	5.00 ea.
1 Time Report Customization & design fee (per concept)	\$ (*)
1 Time set-up fee per each new location (for multiple locations)	\$ (*)
Subsequent report modification fee (to add new questions)	\$ (*)
(* Please call today for a free proce quote	

Terms and Logistics:

Program Length: We recommend an annual renewable program of at least 2-4 shops/mo per location.
Additional shops may be added as desired with sufficient notice.

Billing and Payment Terms: Current month's services are billed at the beginning of the month the
services are rendered. A late fee of 1.5% per month is assessed on late payments.

Report Delivery: Reports are available in real-time, 24/7 from our web servers.

We Want To Do Business With You !!
Please give us the opportunity to negotiate a win-win arrangement with you !

For more information or a detailed price quote, please call: 800-356-9145