

EXAMPLE - Buffalo Wild Wings – Full Service Dining Room – Lunch**Total Score: _____**

Location: Springboro

Day: MondayDate: 11/15/2010Time: 1:15 PMShopper # 8460Food & Beverage Order: Water, iced tea, chicken Tender Salad, 6 wings, kids burger, side of ranchTotal Spent \$18.39**TELEPHONE (6) Amber****Score: _____**

- (2)** Answered within 3 rings in professional manner?
 (2) Answered your questions accurately?
 (2) Spoke to you in an attentive, accommodating, patient manner?

Amber answered after 2 rings. She sounded like she was bored and the greeting was scripted. I asked where the restaurant was located and she gave me efficient directions. As she gave me directions, her tone and attitude changed and she was very friendly and courteous.

HOST/HOSTESS (13) Aaron**Score: _____**

- (2)** Host/Hostess wearing neat and clean uniform with a name tag?
 (2) Greeted you promptly in a friendly and hospitable manner?
 (2) If on a wait, communicated well; gave you an accurate quote time to be seated a table? **N/A – No wait** -
 (2) Had dialog with you as he/she walked you to your table and told you **WHO** your server would be?
 (3) Provided you with dining utensils?
 (2) Offered a cheerful parting acknowledgement as you left the restaurant?

Aaron greeted us at the podium with a smile and made eye contact. He asked us how many people were in our party. He then asked us if we had a seating preference and he guided us to our desired location. He made small talk while we were walking to the booth. He set down menus in front of us as well as utensils and told us that Josh would be our server today. He was genuinely friendly and helpful. As we left he wished a a great day.

SERVICE (48) Josh**Score: _____**

- (3)** A staff member greeted you at the table within 2 minutes after you were seated?
 (3) Your server introduced himself/herself to you?
 (3) Server wearing neat and clean uniform with name tag?
 (3) Did server offer to take your entire order upon the initial greeting?
 (3) If you ordered alcoholic beverages and you are under the age of 30, were you carded? **N/A** (Explain N/A in comments.)
 (2) If alcoholic beverage was ordered, did server also bring a glass of water? **N/A** (if no alcohol ordered)
 (3) Did server possess good menu knowledge?
 (3) Did server suggest additional items or upgrades to items you ordered? If yes, what was suggested? _____
 (3) Repeated order back to you for accuracy?
 (3) Offered soft drink/water refills or additional alcoholic beverages?
 (3) Served you with efficiency, readily available to all guests in the dining room, and did not rush you?
 (3) Offered you dessert or an after dinner drink?
 (3) Table manicured as needed throughout the meal?
 (3) Did you receive genuinely friendly service?
 (3) Was your check presented in a timely manner?
 (1) Was your check correct, with **ALL** items ordered listed, including any **soft drinks** ordered?
 (3) Thanked you by name? (Applies to Credit Card transaction only)

Josh walked up about 45 seconds after Aaron seated us. He greeted us and gave his name. He appeared well groomed and he had on his name tag. He asked us what we wanted to drink, but did not mention anything specific. When he came back with the drinks he asked us if we were ready to order. We were not, and he said that he would be back shortly to check on us. About 2 minutes went by and he came back to the table to take our order. My guest asked Josh if there was a senior menu. He said that there was not, but a lot of seniors order off of the kids menu because of the smaller portions. Throughout our meal Josh brought refills on our drinks and made sure the meals were to our liking when they came out. At the end of our meal Josh took away our empty plates. He asked if we wanted dessert, but we declined, except for the ice cream with the kids meal. Josh asked if we needed any to-go boxes and he also asked us if we wanted a drink to go. The iced tea was not listed on the bill. Josh was friendly, efficient, and did an excellent job.

FOOD QUALITY (14)**Score: _____**

- (3)** Food delivered within following time limits:
 N/A Appetizer: 10 minutes or less from time of order?
 N/A Lunch: 15 minutes or less from time of order?
 (3) Food presented in an appealing manner?
 (3) Food looked and tasted fresh?
 (3) Food served at appropriate temperature – hot foods hot, cold foods cold?
 (2) Do you feel you received an excellent value for the price?

The Chicken Tender Salad was delicious. The lettuce was fresh and crunchy. The chicken was hot and had the correct sauce on it. The salad dressing was to the side. The Honey BBQ wings were just the right temperature and were delicious as well, but the blue cheese dressing was very liquidy and tasted like it was low fat or watered down. The kids meal cheeseburger was hot and fresh. The bun was soft and tasty. The requested lettuce, tomato and onion was present and fresh. The fries were a good temperature.

FACILITY (13)**Score: _____**

- (2)** Exterior appearance clean & well maintained?
 (2) Front door free of fingerprints?
 (2) Menus, table top condiment caddy, promotional material clean and in good condition?
 (1) Tables, chairs comfortable and in good repair?
 (2) Room temperature, lighting and blinds at comfortable levels?
 (2) Audio levels (TV, music) within a comfortable range?
 (2) Restrooms clean and well stocked?

The restaurant was in good condition. The glass entry doors were clean and free of any marks. The floor was carpeted, clean, and in good condition. Most tables were empty and clean. The carry out counter was also clean and free of clutter. The women's restroom appeared clean and all the stalls were clean and stocked with toilet paper. The sink was also clean and stocked with soap and paper towels.

STAFF (6)**Score: _____**

- (2)** Genuinely friendly and enthusiastic?
 (2) Uniforms/appearance neat and clean?
 (2) Member(s) of management visible circulating through restaurant visiting tables and leading staff by example?

The 3 employees I encountered were all friendly, made eye contact and smiled at me. I did not see a manager. The restaurant was pretty slow with about 2 other tables occupied. There were not a lot of employees around. I commented that it seemed pretty quiet and Josh said that they just finished with the lunch rush.

Management: No manager seen**FYI**

- (2)** All TV's in good working order?
 Did server suggest the Specialty Beer of the Month: Stella Artois?
 Noise level in the restaurant within a comfortable range?
 Did the portion size of food meet your expectations?
 Was the food of the highest quality?
 Do you feel the food was a good value for the price?
 Based on this visit would you return?
 Would you recommend Buffalo Wild Wings to your friends?

The overall atmosphere of this restaurant was upbeat and friendly. Josh didn't mention Stella Artois, the Specialty Beer for this month. All the TV's were operational and the volume of the audio was at a level where I could still hear the person seated across from me at my table. The portion size of the Chicken Tender salad was very large and the other 2 entrees ordered were just right. All of the food ordered was of good quality except for the blue cheese dressing. The price of the food was excellent. I would recommend this Buffalo Wild Wings to anyone who is looking for a fun, laid back atmosphere with great food. It would be a great place to watch the game.

BONUS POINTS (5)**Score: _____**

- (5)** Without regard to the report criteria, if you had not been a mystery shopper on this visit, would you rate your overall experience as excellent? (If no, please advise if it was good, average or poor, and why it was not excellent.)

Overall, I would say that this visit was excellent. The restaurant was clean and the ambiance was pleasant. The employees I interacted with were genuinely friendly and easy going.