



Service Excellence Report

Your Performance:

Adequate



74.00%

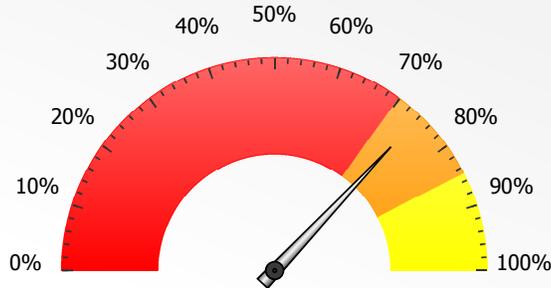
Quick Service Dine In Mystery Shopping Report



101 - Demo 101, 123 East Gay Street, Warrensburg, MO, 64093

2011-08

Survey Score



74.0%

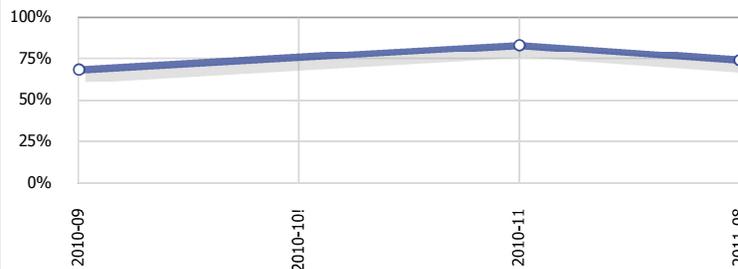
Section Summary

	Current	Previous	Diff.	
TELEPHONE	66.7%	84.6%	-17.9%	▲
Exterior	100.0%	-	-	
Interior Appearance	66.7%	-	-	
Counter Service	71.4%	-	-	
Food Quality/Taste	90.9%	-	-	
Restrooms:	100.0%	-	-	
Church's Satisfaction Su...	61.5%	-	-	
SIGNAGE	-	100.0%	-	
FIRST IMPRESSION	-	100.0%	-	
LOBBY	-	75.0%	-	
SALES	-	62.5%	-	
CROSS-SELL	-	100.0%	-	
CLOSING	-	80.0%	-	
OVERALL EXPERIENCE	-	100.0%	-	
TOTAL	74.0%	82.9%	-8.9%	▲

■ Scored ■ Missing

Previous: Previous Survey (2010-11)

Overall Trend



Your Rank

Current Previous Diff.

Current:
Previous:



Attention Areas

	Missing / Possible
Church's Satisfaction Survey Service	2 / 5
Church's Satisfaction Survey Food Quality	2 / 5
Church's Satisfaction Survey Store cleanliness	2 / 5

Improving your performance on these questions would increase your score for this visit by 8.2%, giving you a total of 82.2%.

Improving your performance on these questions would increase your overall score for the last 3 visits* by 1.2%, giving you a total of 76.6%.

* Last 3 visits: Test, 2010-11, 2010-09

 The questions displayed above are those for which you received only partial or no credit, and which most negatively impact your overall score. Focusing your attention on these critical areas in the future will help increase your overall scores.





Quick Service Dine In Mystery Shopping Report

Location: 101 - Demo 101 - 123 East Gay Street, Warrensburg, MO 64093
Date: 2011-8-16
Time In: 20:46
Time Out: 21:15

Survey Total: 73.97% (54 / 73)

TELEPHONE

66.67% (4 / 6)

Employee Name:

Samantha Hens

1. Did the person answering the phone identify themselves and the restaurant? **No** (0 pts) 0/1
2. Was the person answering the phone friendly? **Yes** (1 pt) 1/1
3. Ask a question about their menu, location, hours, etc. Note the question you asked and the response received.
We are on the corner of Hill and Porter.
4. Was the employee knowledgeable? **Yes** (1 pt) 1/1
5. Did the employee seem eager to help? **Yes** (1 pt) 1/1
6. Were you thanked for your call? **No** (0 pts) 0/1
7. Based upon this conversation, would you visit this location? **Yes** (1 pt) 1/1

Telephone Comments:

The female employee answered the phone on the second ring, identifying the restaurant but not herself personally. I asked where they were located and the employee told me they were on the corner of Hill and Porter. I thanked her. She said I was welcome and hung up.

I was not thanked for calling nor did the associate make any remarks encouraging me to come in. The employee was not enthusiastic, but neither was she rude.

Exterior

100.00% (5 / 5)

1. Was the parking Lot Clean? **Yes** (1 pt) 1/1
 2. Did the marquee have a message? **Yes** (1 pt) 1/1
- Weather Conditions:** Clouds
3. Was the landscaping maintained? **Yes** (1 pt) 1/1
 4. Was the outside trash emptied? **Yes** (1 pt) 1/1
 5. Were the doors and windows clean? **Yes** (1 pt) 1/1

Location Comments:

The glass of the exterior doors was being cleaned when we left. The hours sign on the door stated that they were open until 11 PM. However, long before 11 PM, the door was locked with us still inside the dining room.

The lot was clean and the landscaping was well-maintained. The marquee had a different message on each side.

Interior Appearance

66.67% (4 / 6)

1. Were the dining tables, booths and chairs clean and in good repair? **No** (0 pts) 0/1
- Approximate # staff:4
2. Was the cooking area clean? **No** (0 pts) 0/1

Approximate # customers:3

3. Was the counter area clean?	Yes (1 pt) 1/1
4. Was the condiment area clean?	Yes (1 pt) 1/1
5. Were Menu Boards and Point of Purchase Materials Clean?	Yes (1 pt) 1/1
6. Were plates, utensils and glasses clean?	Yes (1 pt) 1/1

Please provide an explanation for responses:

There was sticky soda residue on my table, shredded straw wrappers on the floor and a drink lid and straw thrown on an adjacent table. There was a wet spill on the kitchen floor between the fry bin and the sandwich holding area and debris on the floor of the other side of the kitchen. Everything else was clean and free of trash or debris.

Counter Service

71.43% (10 / 14)

Time entered line:

20:46:00

Time food received:

20:53:00

Total time waiting for order:

00:07:31

Greeted by:

Stephaney

1. Was the employee wearing a uniform?	Yes (1 pt) 1/1
2. Was his/her uniform Clean?	Yes (1 pt) 1/1
3. Was the employee friendly?	Yes (1 pt) 1/1
4. Did the employee smile?	Yes (1 pt) 1/1
5. Did the employee make eye contact?	Yes (1 pt) 1/1
6. Did the employee suggest additional items? (cheese, onion rings, etc.)	No (0 pts) 0/1

If yes, list items suggested:

7. Did employee answer your questions thoroughly and courteously?	Yes (1 pt) 1/1
8. Total purchase amount:	
11.20	
9. Did you receive a receipt?	Yes (1 pt) 1/1
10. Were you charged the correct price?	Yes (1 pt) 1/1
11. Was the correct change received?	Yes (1 pt) 1/1
12. Was your order received correctly?	No (0 pts) 0/1
13. Was your order received in a timely manner?	No (0 pts) 0/1
14. Were you thanked for your business?	No (0 pts) 0/1
15. Did you observe any unpleasant employee service?	No (1 pt) 1/1

Comments:

Stephaney was polite. She smiled and made eye contact, but there was considerable opportunity for more smiling. While we were ordering at the front register, a tall male employee with dark hair came and put the drive through headset on Stephaney and left for about ten minutes. This left her handling customers at the register and at the drive through.

Stephaney did not suggest any additional items, but pointed out that she made my order a combo to save us some money. Our drinks were received three minutes after we began to order and our initially incorrect food order was received two minutes after that. We ordered chili cheese fries and were given regular fries. The customer ahead of us ordered fries with no salt and they initially gave him salted fries. Overall, it took us more than seven minutes before we left the counter with our correct order.

We were not thanked nor did we observe any unpleasant employee service. While we were waiting for our food, however, two people who were not in uniform walked into the front of the kitchen, from the back, holding cleaning spray bottles in their hands. The male individual was barefoot but the female individual was wearing sandals, I believe. I do not know if they were employees because they were not in uniform nor did they have name tags on.

Food Quality/Taste

90.91% (10 / 11)

Description (with sizes) of food ordered:

Single hamburger

1. Entree(s)

3/4

- Looks Appealing (1 pt)
- Appropriate Temperature (1 pt)
- Flavorful (1 pt)
- Fresh Tasting (1 pt)

Entree Comment:

The hamburger was crushed and the edges of the bun were soaked in grease. However, it was hot, tasted fresh and was flavorful.

2. Side Order(s)

6/6

- Side order(s) tasted fresh? (1 pt)
- Side order(s) served at proper temperature? (1 pt)
- Side order(s) had a good appearance & was appetizing? (1 pt)
- None of the Above (0 pts)

Side Order Comment:

The fries were hot and tasty. There was plenty of seasoning on them. They tasted fresh and looked appetizing.

3. Was the beverage appetizing and with a good appearance?

Yes (1 pt) 1/1

Beverage Comment:

My Frappe was well-mixed, very cold and flavorful.

Restrooms:**100.00% (5 / 5)****I visited the:**

Women's 0/0

1. Was the floor clean?

Yes (1 pt) 1/1

2. Was the stall area clean?

Yes (1 pt) 1/1

3. Was the sink clean?

Yes (1 pt) 1/1

4. Was the restroom properly stocked with towels, tissue and soap?

Yes (1 pt) 1/1

5. Was the restroom in good repair?

Yes (1 pt) 1/1

Comment:

The restroom was clean, fully stocked and free of odors. All facilities appeared to be in working order.

Church's Satisfaction Survey**61.54% (16 / 26)****1. Did you observe any member of management?**

Yes (1 pt) 1/1

2. Rate the following based on this visit, with a 5 being very satisfied and a 1 being very dissatisfied:**Service****3** 3/5**Food Quality****3** 3/5**Store cleanliness****3** 3/5**Overall Dining Experience****3** 3/5**3. Based on this store visit, how likely would you be to return to this restaurant?****Somewhat Likely** (3 pts) 3/5**Additional Comments and/or Suggestions:**

There were several cleanliness issues that needed to be addressed. The food was good overall, but the burger did look a little less than neat. Based on this visit, I would not be highly likely to return for a dine-in experience.

Survey Total: 73.97% (54 / 73)