Unit 304: Contribute to the guest experience

# Handout 3: Methods for assessing guest satisfaction levels

|  | **Description** | **Strengths** | **Weaknesses** |
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| Questionnaires | Questions created to gain feedback on products and services  Most effective when anonymous | Can be designed quickly to evaluate satisfaction levels of food and service.  Easy and affordable to create.  E-surveys can be created and emailed to customers.  Preferred option for customers who like to voice opinion.  Ease of analysis. | Completion rates can be poor.  Dissatisfied customer has left before feedback reviewed.  Time constraints can result in unreliable feedback. |
| Focus groups | Group of individuals participate in reviews of products or services. Can be used to gain feedback on new products. | Can be informative if executed well with the right people. | Takes time to organise,  Data can be a challenge to analyse. |
| Observations | Observation of customers body language to identify issues. | Provides an opportunity to address an issue before they leave. | Lack of written evidence for records. |
| Verbal feedback | Common interaction between staff and customers in form of check backs. | Instant way to acquire customer verbal feedback during the meal. | Dissatisfied customer may not be truthful and leave not to return.  Often not recorded or passed on to appropriate people. |
| Online reviews | Customers write feedback based on their experience. | Very influential with potential customers as comments tend to be truthful. | Needs to be monitored closely so issues are dealt with promptly.  Important to keep up to date to show the organisation is responsive. |
| Data analysis | Data on popular dishes, customer spend, refunds, and discounts can be analysed to inform satisfaction levels. | A quick way to identify trends, problems and opportunities.  Can flag issues and provide feedback on performance. | Quantitative data in nature so may lack depth to explain reasons. |
| Letters/emails | Unsolicited written feedback that can be positive or negative. | Issues can be addressed by responding directly to the customer.  Feedback can be acknowledged personally. | Complaints cannot be dealt with quickly. |
| Mystery customers | External experts employed to evaluate products and services from a customer perspective.  Used to measure gaps in standards. | Valid, unbiased, reliable and informative reviews.  Can be bespoke to the organisation.  Reports produced for analysis. | Can be costly. |