

Unit 304: Contribute to the guest experience

Handout 3: Methods for assessing guest satisfaction levels

	Description	Strengths	Weaknesses
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.

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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.