Unit 304: Contribute to the guest experience

# Activity 6: Customer satisfaction questionnaires

1. Working independently, design a questionnaire to be used in your centre’s restaurant to gather customer satisfaction levels on:

* the food
* the service.

1. Implement your questionnaire over a period of one week to gather feedback from customers.
2. Evaluate the design of your questionnaire to ascertain:

* if responses to questions provided the required information
* ease of completion
* quality of feedback
* ease of use when analysing results
* areas omitted to ascertain satisfaction levels.

You may like to research questionnaires used by other establishments to compare the styles of questionnaire, formats used, etc.