

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.
2. Implement your questionnaire over a period of one week to gather feedback from customers.
3. 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.