

PRODUCT INFORMATION SHEET

GuestView™ Mystery Visiting

What we do: We have a wealth of experience in mystery visiting projects in pubs, bars and restaurants. A mystery shopping programme is a unique way of collecting customer feedback as well as measuring customer service operations. The **GuestView™** questionnaire is developed in conjunction with current operational and brand standards to ensure that the measurement reflects the company's own key performance indicators. As well as paper-based presentation we also offer a web-based format which provides live data and allows all levels within the organisation to access appropriate visit reports using a dynamic reporting function.

 **business blueprints**
RETAIL & LEISURE CONSULTANTS



The result: **GuestView™** evaluates the key moments and catches your team getting it right no matter what the occasion, or time of day. **GuestView™** provides a robust measurement of venue presentation, customer service and product knowledge, plus quality and delivery. **GuestView™** helps generate 'guest insights' to support the implementation and training of brand standards and operational delivery to existing and new outlets.

Our view: "Quantitative questionnaires give a black and white overview, while qualitative questionnaires are designed to lead on quantifiable information but are augmented by qualitative/anecdotal narrative adding valuable human element that we find the outlets readily identify with this aspect."

Our expertise: Business Blueprints have to date conducted over 100,000 mystery visits to venues throughout the UK. We have over 15 years experience in creating, managing and developing service measurement programmes in highly competitive service-led sectors such as pubs, bars and restaurants. We are able to tailor mystery visiting programmes for any time of day and our database allows us to profile the most appropriate visitor for your venue using a fieldforce of over 3,000.