



Shepherd Neame Mystery Visitor Guide (www.mysteryvisitor.co.uk)

Thank you for becoming a Shepherd Neame Mystery Visitor. We look forward to receiving your feedback. Here are some following hints and tips of what to observe during your visit to help you gather all the information required.

Whenever you complete a mystery visit the details you observe are really important to us, so please remember to add comments to your questionnaire.

The purpose of this Mystery Visiting programme is to improve our customer's experiences in our pubs by listening to your feedback. We want to be able to identify what went well and where we can improve so your constructive feedback is very important.

Before the visit we always advise you to check the pub web site for opening times and where relevant food service times. We also recommend that you reserve a table if you are planning to eat.

During your visit you will need to be observant please take note of the following:

Kerb Appeal (as you drive/ walk by)

- Lighting
- Signs – condition, presentation, what they advertise
- Planting – tubs, baskets etc. Are the plants healthy?

On The Way In.../external areas for eating, drinking or smoking

- Car park and outdoor area – Clean? Well presented? Free of litter (including cigarette ends)
- Was the entrance obvious?
- Is there a smoking area? Is it clean?
- Are there any play facilities? Are they clean?

Inside Impressions

- Lighting – are all bulbs working?
- Temperature?
- Is the pub clean? Are tables free of dirty glasses/crockery?
- Music playing? Volume? Appropriate?
- TV Sport or live news showing?



Bar Service and Bar Layout

- Is the bar counter clean and clear of dirty glasses?
- How quickly are you acknowledged? Are you served in turn?
- Is the service friendly
- Were you informed of drink choices (if appropriate e.g. size, brand etc.).
It may help to NOT order by brand
- Are staff well presented?
- If there is more than one bar please try to check them all
- Note the casks; did they have forward facing pump clips?
Is there a chalkboard to advertise the cask?
- Note the wine range – is it advertised, displayed or on a menu?
- Was correct glassware used? (Right size and shape. Either plain or correctly branded)
- Drink served correctly? i.e. ice, lemon, temperature, condition
- Were fridges lit and well stocked? Products forward facing?
- Did the bar look neat and free of clutter?
- Are there any drinks being promoted?
- Is coffee available? Is this obvious?

Food Offer and Service

- Note food service times
- Are menus easily available? Well presented? Any specials?
- Do staff attempt to upsell – Side dishes? Additional drinks at table? Dessert? Coffee?
- Do staff check if everything is OK during your meal
- Timing – how long did you wait to place your order? How long did the food take to arrive? How quickly was your table cleared on finishing a course/ meal
- Was food well presented? Correct temperature? As described?
- Was service friendly?

What's Going On? (This is the area most people fail to notice so please remember to read posters, chalkboards etc.)

- If there is a TV is a fixtures list displayed?
- Note advertising – Big events, key dates, pub events – What is going on in the pub?
- Note all that is going on in the pub – Quiz, karaoke, Team games, food nights such as fish night etc. , Sunday lunch, Any special menus i.e. early bird, seniors etc. (Many pubs base their events around food and special menus)
- What is being advertised/promoted to tempt you to come back?



Toilets

- Acceptable aroma?
- Clean – toilet bowls, floor, sinks, general appearance?
- Do locks work? Is there enough toilet paper?
- Hand washing/drying facilities adequate?

Lasting Impressions

- Were you acknowledged on leaving?
- Assess value for money
- Were any of the staff exceptional?
- Would you return?
- Would you recommend the pub?
- How could we improve?

If you are unsure of answers or forgot to check an aspect of the pub please select NA in your report. All questionnaires should be completed by logging on to www.mysteryvisitor.co.uk

Please give us as much information as possible via the comment boxes (unfortunately we cannot provide an expenses allowance if a report is incomplete or severely lacking in information).

And remember to ENJOY YOUR PUB VISIT