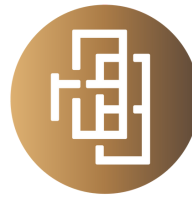


SECRET SHOPPER CHECKLIST



DATE OF VISIT: _____

ARRIVAL TIME: _____

SHOPPER NAME: _____ EMAIL/PHONE: _____

We really appreciate you helping us to ensure that our customers get the experience they deserve! This is not intended to get anyone in trouble, but to reward great service, and create teaching moments for staff or interactions that could use a little tuning.

Your role? Act normal, as if you came to any establishment to eat, drink, and enjoy yourself. Please do however review the following checklist before your visit, and keep these concepts top of mind so you can report back at the end of your experience. Thank you so much for your input!

Please circle NO or YES or the appropriate star rating based on your experience, with being the best, and provide context if needed or if rating is or less.

1

OVERALL RESTAURANT APPEARANCE:

Please provide any details you feel necessary for praise or improvement.



- Did the restaurant appear clean and organized? NO YES
- Did your table/bar area appear clean NO YES
- If you used the restroom, was it clean/stocked? NO YES
- Did your staff maintain a clean table/bar area during service? NO YES
- Was the music/lighting appropriate for the energy in the room?
We encourage the staff to maintain a low lit & upbeat dining atmosphere. NO YES

2

OVERALL SERVICE EXPERIENCE- WHO SERVED YOU?

Please list any staff you met or engaged with (server, bar, manager, host, etc.)



- Were you greeted warmly & seated promptly, & by who/where? NO YES
- Did your server ask you if you were a new or returning customer? NO YES
- Did your server make suggestions & seem knowledgeable? NO YES
- Was your server readily available when you needed them? NO YES
- Did your server make any additional drink or dessert suggestions? NO YES

- Did a manager stop by, introduce, & check on you at least once? NO YES
- Did you have any order issues, & were they addressed/corrected? NO YES
- At any point, did you see our service team on their phones? NO YES
- Did our service team make you feel like their number 1 priority? NO YES
- Were you informed about our loyalty program, if so, by who? NO YES
- Would you request your server/bartender upon return? NO YES
- Were you graciously thanked and invited to return upon exit? NO YES

3

OVERALL FOOD AND BEVERAGE QUALITY:

Please provide any details you feel necessary for praise or improvement.



- Please rate your beverage experience. What did you have? 1 2 3 4 5
- Please rate your food experience. Any notes? 1 2 3 4 5
- Did your orders arrive as expected and in a timely manner? NO YES
- Was your food/drink quality what you expected for the price? NO YES

4

YOUR HONEST, UNBIASED OVERALL REVIEW:

If you were inspired to leave a public review, leave those words.



- Would you return? NO YES
- Would you make this one of your regular dining out options? NO YES
- Would you confidently suggest Room 38 to your friends/family NO YES