

Enhancing Consistency With Mystery Shopping + Audits

Presented by: 360 Intel

Background



With four different concepts and ten locations, a leading fast casual restaurant needed a way to monitor its execution standards to ensure their customers had great experiences across the board.

Solution



To do this, they looked not only externally but internally as well, creating a program that consists of mystery shoppers to collect unbiased, third-party feedback, and an audit program to collect internal data.

Results



The combination of the two has resulted in enhanced consistency in the customer experience and execution, overall. The data provided either validates that standards of excellence are being met, or that new coaching or training tools are needed for constant incremental improvement.

In Their Own Words

“I’ve seen some cultures embrace the shops while others ‘manage’ the shop,” stated the CEO. “You need to turn yourself over to the feedback. Data is coachable information. If you put the appropriate amount of energy into coaching and resolving, you see a real ROI. You can’t manage a program just looking for 90% score, then put that report in the drawer. Even at 95%, look at the misses and take the opportunity to improve. You get out what you put in.”

