



Seeing Your Restaurant through Your Guests Eyes

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Here are some questions you should ask yourself:

Building

- ✓ Is the outside signage appropriate, noticeable and well lit?
 - ✓ If a potential guest was to (walk-by, drive-by) does my operation have nice imagery and is it inviting at first glance?
 - ✓ How is the outdoor lighting?
 - ✓ Are the windows clean and do they enhance the view of my business?
 - ✓ Are the sidewalks and all accesses to my business clear, uncluttered and safe to navigate?
 - ✓ Is there easy access to the available parking?
 - ✓ Handicapped access – is the parking up to code and is there easy & safe wheelchair access to my operation?
 - ✓ Are the front door / desk, coat check, waiting areas clean, clear and uncluttered?
 - ✓ How is the dining room(s) décor, lighting, music level and overall feel, atmosphere and theme?
 - ✓ Is your business inviting, comfortable and conducive to relaxation and an enjoyable dining experience?
 - ✓ How is the customer and employee traffic flow? Is it easy for your customer to navigate your establishment?
 - ✓ Is the carpet / floor clean?
 - ✓ Are the tables and chairs clean, sturdy and safe?
 - ✓ Do the tables, chairs & linens or tabletops blend with the décor of my operation?
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- ✓ Are the lighting fixtures, drapes, plants, pictures / paintings and ceiling clean and in good condition?
- ✓ Is the indoor signage visible, well lit and appropriate? (especially the restroom and exit signs)
- ✓ In the restrooms, are the surfaces, mirrors, walls and floors clean? Has overstuffed trash been removed? Is there sufficient soap, air freshener, and paper supply?
- ✓ Are the restrooms well ventilated and Clean, Clean, Clean?
- ✓ How does your restaurant smell? (Fresh, clean)

Employees

- ✓ Is the staff trained to answer inquires and take reservations consistently? (prompt, helpful and courteous)
 - ✓ How is the initial reservation, greeting and seating accomplished? (Prompt, helpful, energetic and courteous)
 - ✓ Is your employees' overall appearance neat, clean and upbeat?
 - ✓ Do your uniforms clearly inform our guest of who we are? (Company logo shirt & name tag)
 - ✓ Is your initial approach to the table and customer greeting prompt & courteous?
 - ✓ Are employees knowledgeable and helpful with the beverage and wine selections?
 - ✓ Are employees confident and knowledgeable of choices in order to up-sell the guests?
 - ✓ How is the waitperson's overall food & beverage serving technique? (smooth & sanitary)
 - ✓ Do employees anticipate the customer's needs throughout the meal?
 - ✓ Does the wait-staff offer coffee & dessert at the proper time?
 - ✓ Are your employees knowledgeable and helpful with menu choices? Do they inform guests of the daily specials every time?
 - ✓ Do employees strive to build our sales and check average by suggesting and selling appetizers and side dishes?
 - ✓ Are employees confident enough to suggest food and wine pairings?
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- ✓ How is the employee's overall energy, organization, efficiency, timing, speed, communication and speech?
- ✓ Do employees properly price, calculate and present the check in a clear & clean manner?
- ✓ Does the wait- staff, host or manager mention any special events or promotions featured by the restaurant?
- ✓ How is the restaurant farewell? Did anybody say thank you or goodbye?
- ✓ How is the rapport between the dining room staff & customers?
- ✓ Does the staff work well with each other?
- ✓ Does the staff help each other with overlapping dining room tasks and customer needs regardless of positions held (managers, host, waitperson, runner, busser etc.)?
- ✓ Is there balance and consistency in connecting each entity of the restaurant departments? (bar, kitchen, dining room and staff (manager, host, wait staff, runner, buzzer, etc.)?)

Menu

- ✓ Are the menus clean with a nice appearance?
- ✓ Are the menu's consistent with the dining room theme, décor, color and overall atmosphere?
- ✓ Are the menu's easy to read with the proper placement and pricing?
- ✓ Are the menu choices descriptively worded to increase interest and ease of ordering?
- ✓ Are the signature high profit contribution menu items well placed, highlighted and promoted?
- ✓ Is the current menu combination appropriate? Separate - Appetizer & entrée, dessert, wine & beverage?
- ✓ Could a special bar, beverage, or martini menu be utilized to increase sales?

Presentation

- ✓ Are the drinks freshly prepared, attractive, garnished and served professionally?
 - ✓ Is the food prepared fresh to order? How is the taste, texture, temperature and portion size?
 - ✓
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Service

- ✓ Is there proper and timely offering of beverage & water refill?
 - ✓ Is the appropriate plate & silverware distributed properly for all food service? (large spoon for soup, small fork for salad or shellfish, etc.)
 - ✓ Is there proper and timely offering of condiments? (fresh pepper, grated cheese, ketchup, mustard, etc.)
 - ✓ Is the plate / glassware handled and cleared correctly? (smooth & sanitary)
 - ✓ Is the wine glassware steamed and polished?
 - ✓ Are the silverware & linens replaced when necessary?
 - ✓ Is the table properly cleared before coffee & dessert service?
 - ✓ Are the plates and silverware distributed properly and timely for coffee and dessert service?
 - ✓ Is the check presented in a nice looking and clean booklet?
 - ✓ Is the check processed and returned in a timely manner?
 - ✓ Is there anything added to the transaction receipt returned to the customer, something that your competition does not deliver? (i.e. link to a customer satisfaction survey, special offer for their next visit, etc.)
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