

+

SWISS RESTAURANT MANAGEMENT ACADEMY



ALL OVER THE
WORLD



F&B SERVICE TRAINING INTERNATIONAL, FBSTI

FBSTI is a Swiss academy specialized in high standard restaurant management training and courses in the full respect of the famous Swiss education standard in this field.

MYSTERY GUESTS
(we see, we watch, we check for you)

UNIQUE

PROFESSIONAL



+ Message from the CEO

OUR MISSION, WE PUT OUR EYES AT YOUR DISPOSAL

Dear Managers and Owners,

When you are in the operational side of your establishment, the job is done properly, staff behaves properly and they are taking care, without any issue, of your entire customer satisfaction.

Every one is conscientious and everybody is happy as everybody wants to show you his or her best side.

But what is happening when you are not there, as soon as you turn your back? Your position requires your attention in many areas and you cannot check and control what is happening all the time.

What is happening when managers or owners are not on the premises? Is the standard still up to your requirements? Are all your customers been taking care of properly?

Bad habits appear, rise up and get worst always when you are not here. This will have a huge effect on your customers' satisfaction and on their loyalty.

Even if you do not have complaints coming to your ears, you have to keep in mind that nowadays most of the customers do not bother to complain, they just do not come back and every time they will have the opportunity they will have bad words about you to their friends and networks.

Let me tell you a little story:

DO YOU KNOW WHO I AM?

I am the fellow who waits patiently to be noticed and welcomed at the entrance of a restaurant while employees finish their chat.

I am the fellow who remains seated and waits quietly while the waitresses do everything but take my order.

I am the man who stands serenely at the hotel front desk while the receptionist is finishing his Candy Crush game on his computer or reading his newspaper.

I am the simple guy who enters a cocktail bar and never loses his temper but waits calmly while the bartender finishes replying to his messages on his smartphone.

Yes, you might say I am a good guy.

But do you know who else I am?

I am the fellow who never comes back and it amuses me to see you spending millions every year on advertising to get me back, when I was there in the first place and all you had to do was to show me a little attention and some service.

It is more costly to find new customers than developing benefits from your existing customer base. Your present customers will be the ones who will attract your future new clients - saving you millions on advertising. This is the reason why it is more important for you to exceed expectations of the clients you already have. It is also crucial for your employees to know that customers are the most important asset your establishment has and that they are to act accordingly.

With our expertise, knowledge and experience in the hospitality industry we offer to test and observe your establishment. We will collect for you, with a great deal of discretion, all the information and details (positives and negatives) that only a customer is normally seeing. We will spot those insensible changes that are slowly taking place in your establishment.

We are not spies, just customers who will record all details - even the ones hiding in little nooks, and notice the general and personal ambiance of all actors at your establishment.

Our meticulous observations and our precise conclusions will give you the chance to correct problems before it is too late and therefore improve not only the standard of your business but also your customers' satisfaction.

For Hotel chains or groups with several establishments, our report will give you the possibility to compare between several properties in order to generalize the good points and correct the weak sectors.

We will let you know what you cannot see.

Christian CARGOUET
Founder and CEO
FBSTI



+ GUIDELINE

WHY US?

FBSTI is a Swiss academy specialized in high standard hospitality management all over the world

Our professional auditing teams all have hands-on experience in hotel operations, giving us a significant edge in the quality, accuracy and detail of our Mystery Guest Reports.

There is nothing better than the eyes of a professional to play the role of the mystery guest, as those eyes will go far further into details. Our professionals know the different rules and technical aspects of the hospitality industry that is not the case of a regular customer who will miss out some important points.



OUR GUIDELINES:

We have the function of observer; seeing all is our duty.

We will remain objective throughout our entire visit and the positives and the negatives points will be detailed the same way.

The nature of our visit will be kept confidential at all times through our stay.

We will blend into the surroundings with the principal objective being to keep our anonymity. To do so we will keep the following rules:

We will never fill in forms or take notes anywhere apart in our hotel room, our car or outside the premises. Under no circumstances are notes going to be taken in front of staff or other customers.

Under no circumstances will we reveal our identity not only inside but also outside the establishment, even to customers or persons external to the establishment. People from our office, or close to us are going to be aware of the confidential aspect of our visit and if necessary or urgent to get in touch with us, they will be able to do so without revealing our anonymity.

All written documents and information that we going to fill during our stay will be kept coded on hard drives without the possibility any one being able to see or to read them.

The name, address and phone number of our offices are not going to be seen anywhere and our office is not going to be called from an hotel phone but only from a mobile and outside the establishment.

To give our stay the most credibility possible we will represent and look as businesspersons, a family (husband, wife and kids), tourist, etc.

In order to complete our cover, it is necessary to respect some requirements such as:

- To be dressed appropriately according to the place observed and the time of the day.
- To use only cash or private credit card for any payment.
- Drink in a reasonable manner is accepted. The unique reason is to observe the service of it and take the opportunity to get closer to the staff to observe their communication and their attitude.
- We will remain calm and polite whatever mistakes or inappropriate attitude are noticed.
- In our report, we will mention the name of all the persons we meet during our visit and if those persons do not wear a badge or if it is too difficult to read their name then we will make a precise physical description of them (allowing you to recognize them) or if we have the possibility without any risk we will take a picture of them.

For the perfect coordination and to obtain the best results, and to avoid any sort of leak, the day of our booking and the dates of our visit are not to be divulged to anyone, not even to managers, owners or commissioning persons. (Date to be chosen depending on the manager / owner schedule. If they are away, we will be closer to the reality)

About 2 weeks after the visit, the commissioning persons will receive a complete report with several duplicates, which could be passed on to the persons and the establishments concerned.

If necessary a discussion between the observer and the commissioning persons and the managers will be organized in order to go over any remarks made in the report.





SECTOR GUIDELINES



You will find here a few ideas about the different sectors we will assess in your establishment.

The detail and the way of scoring stays confidential but you will find here a summary on the extent of our observations.

If there are some points that are not in this guideline and you are wishing to add, please do not hesitate to tell us and we will make necessary changes.

The standard of service is different from one place to another. So some points will have to be changed and adapted according to your criteria and to the leading line of your establishment.

1. Switchboard

This sector should be assessed when making the booking. First information, brochure and tariffs will be asked for. Then will come the booking. The phone communication will be recorded for better use of the information.

2. The booking

Before making the reservation we will make sure we have all the relevant details available (name, address, phones numbers, fax number, email and credits card) in order to be more credible.

On the top of all the usual requests made during a booking, we will prepare a list of special requests such as:

Asking for a written confirmation to check how the mail is managed, asking for an additional bed or a cot, asking for direction to the hotel with an answer by email. Etc.

3. Arrival

Using the directions sent to us and/or the ones found on your brochure/website to determine if the directions to the property are accurate and easy to use.

After having parked the car close to the entrance, we will take precise notes of the exterior and the reception area.

We will fill hotel form and we will check the information and the help given at this time:

- Direction to the car park
- Direction to lift and room
- General information on the hotel and different opening times
- Help given for luggage
- Etc....

4. Public toilets

All these facilities will be checked periodically throughout the visit. Hours, details and place of the checking will be recorded. Places will be checked at different time of the day (gents and ladies)

In each time, cleanliness and equipment will be checked

5. Check-in

While checking in, we will ask a number of questions about the establishment. All questions and answers will be recorded.

We will ask (according to the different service available and if the reception employee didn't ask or explain it already) different services such as: to have a morning call at different time, to receive a newspaper, to have a table booked for dinner, and information about laundry and dry cleaning, etc.

(About meals, all restaurants are going to be observed as well as the room service of the establishment)

We will record all information as well as help given by the reception about the establishment and we will notice the general atmosphere of the area.



+ SECTOR GUIDELINES



6. Portering

As far as possible and if the service is offered we will use it to go from reception to our room. We will record if the visit of the place is made during our move through the building, if the talking of the porter is appropriate and courteous, if the explanations of the use of the room are given such as: minibar, electricity, safe, phone and television... We will also take the opportunity to ask for some sort of booking to the porter to see the flow of communication and information through your establishment. We will take notes about the general states of the corridor and on the management of the luggage by the porter.

7. The room

We will make sure that we do not use any of the room facilities before making detailed inspection of the entire room. After having written down the room number, compared to the expectation establish with you a marking of the general standard of the room will be made. Table lamps, light bulbs, mirrors, documents about the hotel information, different services proposed, different forms to filled in, the dust, the bed, linen (correctly positioned, clean, ironed, general state of the bed...) and all the equipment will be checked and control (working order) We will also check if there are additional pillows, television instructions, wardrobe and coats hangers, additional blankets, mini bar, desk, (envelops, papers, different documents on the area or on the hotel) If there is one in the room, we will check and describe the coffee tray We will also make a judgment on the general comfort and the decoration of the room.



8. The bathroom

All welcome products will be checked, and listed. We will inspect the cleanliness of the toilet, the sink, the bath (shower), the taps, curtains, everything from the floor to the ceiling. We will verified that the toilet rolls and the bath towels are correctly folded and display. We will also verified the constant water temperature

9. The first morning, housekeeping

We are going to make sure before we leave the room to leave a few points to be verified when coming back in the room, such as used welcome products, crumbs on the carpet, trash bin used, ... The target of this part is to see if the room has been serviced according to the standard of the establishment. We will make sure that points left in the morning have been handled with satisfaction, that the bed has been redone properly, that the customer clothing have been removed with care, that general housekeeping has been made, the timing and if troubles were caused to the customer.

10. Special requests

All along our visit, some special requests will be made in order to observe the way they are handled and the efficacy of the service. Request will be made by phone from the room. The date, time and the name of the person dealing with the request will be written down on our reports. Requests could be: to type a letter, to get clothes cleaned, the bed is too soft, need of an umbrella, need of and iron and an ironing board, a special request to do with the town and a booking going with it... We will observe all stages of the request handling, the time it took, the attitude of the person dealing with the request (kindness, obligingness) and we will note if objectives have been reach.





SECTOR GUIDELINES



11. Leisure center, sport activities, spa

We will observe employees of your leisure center from uniform to their attitudes. We are going to inspect all the changing rooms, the equipment, services offered, showers and toilets, towels and welcome products (cleanliness, maintenance, accessibility). We will check the temperature of the different places (swimming pool, gym room....) and also the stage of the equipment. We also will evaluate the surrounding atmosphere, the staff and the help offered, the music, the decoration...

12. Cocktails



We will go to the lounge/bar or the most obvious place where customers usually goes to enjoy a pre-dinner drink. We will take a seat expecting a table service. If after 10 minutes no service is offered then we will go to the bar to order (we will make sure that it is mentioned in the report according to the number of people needed to be served and the number of bartenders). We will order a drink, which requires some preparation or some information on cocktails, establishment specialty, single measure, etc. We will observe the way they will be made, served, the attitude of the bar employees at the time, the general atmosphere of the place, the cleaning of the place, the tidiness of the table and the bar, the welcoming, the billing, the flexibility of the service, the following up of the service, the use of our name in the conversation, if we are offering an other drink, a promotional offer (the selling aspect of the barman), if the restaurant menu has been offered while we are here, if some appetizers have been served or proposed.

13. Main restaurant dinner



We will be extremely observant on timing and staff names. Timing will be very important and useful for further analysis. We will register the number of customers on that special evening as well as the name of the person who welcomes us and who take us to our table. Based on the expectations listed with you we will check the general standard of the restaurant room. We will observe the staff, their knowledge, their confidence, their skills, their advice, their attendance and their initiative, the welcome, the courtesy, their attitude and behavior in different situations we will create. We will also concentrate our view on the service itself in order to evaluate the technical aspect of the service: deficiency, mistakes, organization of the service, the timing during the service and to do the different tasks, fluidity, and the tidiness of the service. We will take the liberty to put your waiters and waitresses in difficult situations in order to see their reactions and their capacities to handle stress and delicate moments.



14. Desserts and wine

Wine, mineral water, desserts and coffee will be ordered to evaluate the way they are proposed and served. Then again the timing of the service will receive all our attention as well as the technique of service (crumbing the tables, suggestions, opening of bottles, upselling and accompaniments, etc.). We will also observe and study staff gestures, attitudes until our departure as well as the employees' farewell.

15. Food quality



We will give our professional opinion on the way food is served, presented, on the freshness, the quality of the ingredients, the temperature, the color, the texture, the variety, the choice on the menu and the cost (quality and quantity ratio). Some comments will be made on the general atmosphere of the meal and the memory this meal will leave on our observers.



SECTOR GUIDELINES



16. Late night room service

We will take the liberty, if the service is available, to order a light meal between 11 pm and 6 am in order to evaluate the staff and the night service.

Hours of the order and timing to handle the task will be noticed.

We will record the phone communication and the welcome extended to us.

We will observe the way service is handled, the quality of the service, the way it is presented, the food and the accompaniments, the courtesy and the clearing of the room service when finished.



17. Breakfast

At least one breakfast must be taken in the restaurant.

Date, hour, number of customers and name of employees will be mention in the report, we will observe the staff in action, attitude, uniform, greeting, smile, courtesy, explanation given about the way the breakfast is served.

We will observe and evaluate the quality of the service, the rapidity and fluidity, and also the tidiness of the room and the tables at all time.

18. Breakfast buffet

We will make notes and pictures of the buffet presentation, estheticism and also on all ingredients and products offered.

We will verify if the products are sufficient, diversified and check the quality of them (looking, temperature of drinks and the food).



19. Room service breakfast

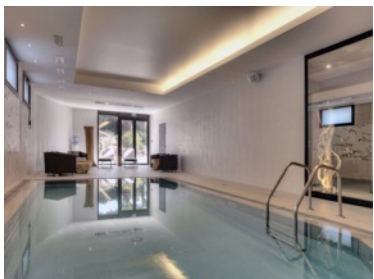
We will use all the different procedure for ordering (form, phone, reception, pre-ordering) in order to evaluate the simplicity, the variety and the efficacy of this service.

Date, hours, name of the waiter, delivery time, exactness of the delivery and the quality of the service will be noted and checked.

We will evaluate the tray (looking and functional aspect) and also the quality of it and the food (temperature, taste, freshness and quantity).

We will check the way the tray will be disposed, the questions asked and the communication of the waiter, his / her arrival and departure.

We will observe the attitude of all the actors who handle their task, their politeness, their courtesy and the use of our name in the communication.



20. Hotel bar

We will evaluate the main hotel bar service.

We will test both ways of service: sitting at the bar and in the lounge area at different time of the day in order to stay discrete.

Dates and hours of our visit will be written down.

Compared with your list of expectations we complete a description of the atmosphere and the general state of the place (tidiness, decoration, light, music, temperature,..).

We will evaluate the attitude of the staff (smile, courtesy, welcome, communication, and body language).

We will do the same with the quality of the service, from the order to the timing, from the skill to the glasses used, from the drink (estheticism, quantity, taste) to the accompaniments (napkins, appetizer, chocolates, ..)

We will observe the up selling techniques of the bartender and the general feeling of our stay in the bar.





SECTOR GUIDELINES

21. Room service diner

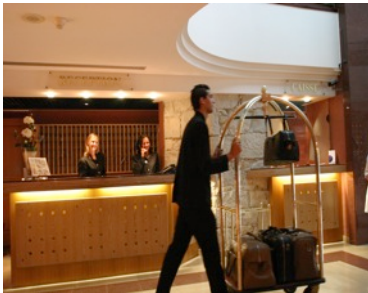


To the extent of our time during our visit we will try to order and observe a diner in our bedroom (as long as it is possible and the service is offered).
To not lose our cover a reason will be made to justify our wish to have diner in the room (work to do, kids sick, important sport on Television).
As usual everything will be observed, booking, order, service, timing, communication, attitude, quality and looking of the food, delay and order respected, tray and table setting, clearing of the table.

22. Casual dining room and bar

As long as Food and beverages performance is important for every establishment, we will assess all restaurants and bars of your company.
This will be done the same way as sector 12, 13, 14 and 20.

23. Reception and product knowledge



We will take the liberty sometime all along our stay, in a discreet manner, to ask several questions about the establishment.
Each time, the date, hour and person will be written down on our report.
The questions could be on internal matter such as history of the establishment, opening hours of a department, food specialty or on external matter such as the closest chemist, train or flight timetable, local attraction, cab companies.
We will check the rapidity and the exactness of the reply given.
We will evaluate the reception staff and their attitude in handling the request and also if they are trying to exceed our expectation with the help given

24. Check out, departure



The bill will be checked and control according to our daily consumption.
Questions will be asked in case of omissions, over-billing or simply in case of an unclear statement.
The date of departure, the hour and the person dealing with us will be noticed in our report.
We will observe the staff, their attitude, their courtesy, their kindness, their professionalism, their efficiency, the rapidity and the help given.
We will comment on the clarity of the bill and also on what is said during departure (the warmth, inciting to come back, proposition for future booking, personal attention, ...)

25. The team

We will control the teamwork in your establishment. Harmony of work, spirit, complementarity, fluidity between the different departments, ability to work together under pressure and stress.

26. General atmosphere, ambience



This sector covers our overall perceptions and opinions on the establishment during our visit.
This part will be completed at the end of our stay after our departure.
If it is possible, we will make some sort of complaint during or after our visit in order to evaluate the different stages and the way it is handled.
We will make comments on the most positive points and the most negative points of our visit in the different departments such as F&B, reception, bedroom, maintenance, outside.
We will check the general comfort and the deficiency of your establishment. We will make some comments on the facilities offered and some advised on the facilities we are expecting to find in your establishment.
We will concentrate on the attention given to the customer and the general atmosphere.
We will ask ourselves a few questions:

- What memories our visit left us?
- Are we going to recommend the place to friends or colleagues?
- Are we ready to come back (even if we have to do a detour for it)?

+ SECTOR GUIDELINES



27. Upselling skill

We will observe all forms of selling in your establishment, from the bedroom promotional documents to reception staff offers, from bartender trying to sell another drink to the advice and recommendations from waiters of the different restaurants and room service.

We will let you know the different omissions, the weak and successful points of your internal selling.

We will define if the up selling is smooth, aggressive or too annoying.

28. Badges

For all person wearing their badge, their name will be written down as soon as they will have interaction with us. For all others, their description will be made and if possible a picture of the person will be taken. Taking the name of the people is not to have a direct consequence of the employee job, but just to inform you of the people needing to be spoken to and where training should be implemented.

29. Grooming

We will check if all members of staff are neat and tidy at all times

We will do with you a list of the physical and uniform aspects required for males and females in the different departments of your establishment and then during our visit we will check if the list has been respected

30. Interpersonal attitudes

We will observe the attitude of your employees in contact with customers whether in direct contact or just meet through a corridor.

Politeness, courtesy, eyes contacts, body language, help will be evaluated.



Conclusion:

This is there just a sample of what we will check for you in your establishment.

You are welcome if you want us to add some points in this list or if you want us to concentrate our attention on particular aspects.

Each point will be detailed with you prior to our visit.

A couple of weeks after our visit you will receive a full report with all our observations (see sample 1 and 2 below)

You will find in our final report historical trend charts (example 3 and 4 below) that are a summary of each department and an overall summary of all departments of your establishment. These trend charts can also help you to compare in case of several hotels being assessed in your group.

A discussion about the overall feelings of our stay as well as about different important points noticed will be set up with you at the end of our visit.

Under no circumstances will our identity should be revealed to your staff.



+ INFORMATION:

Name of the company:
F&B SERVICE TRAINING INTERNATIONAL

Short:
FBSTI

Head Office:
Rue Fleury 5, 2000 Neuchâtel, Switzerland

Founder and CEO:
Christian CARGOUET

Phone:
+41 32 855 12 22
Mobile:
+41 79 934 69 59

Emails:
Ch.cargouet@fbsti.com
info@fbsti.com
admission@fbsti.com

Website:
www.fbsti.com

FBSTI is a registered company within the AVS and the commercial register (IDE: CHE-340.257.073) of the Canton of Neuchâtel and fully recognized by the Neuchâtel administration