

INCREASE SUCCESS

Think about it:

- A dissatisfied customer will not take the time to complain 96% of the time. These customers vote with their feet.
- The dissatisfied customer will tell 9-10 people about their awful experience and these people will pass on this information to up to 20 others.
- One bad experience in your establishment can result in a potential loss of up to 200 customers!
- Considering that it costs five times more to attract a new customer than it does to keep an existing one, retaining your current customers is not only essential – it is the lifeblood of your business.

A poorly designed menu or a waitress who lacks customer service skills can cost you money!

TFC Food Services will provide you with a customised, objective & detailed assessment of your food and beverage offer and staff performance.

But that's not all, we'll then assist you to make the most of the findings, seeking out solutions to the opportunities and really boosting business.



WHAT IS MYSTERY SHOPPING?

Mystery shopping is a common practice in many industries to assess customer service performance. Some clients use multiple observations to develop an overview of how employees and outlets are performing.



If your business doesn't provide a satisfying customer experience, return visits and personal recommendations will plummet - along with your profits.

How can you get rave reviews from your customers, increase spend per head and build loyalty in your business?

Successful restaurateurs find mystery shopping a proven critical management tool in assessing staff performance, matching the product to the market and understanding the experiences of their customers! But mystery shopping is not an end in itself.....

TFC Food Services's clear-sighted, objective reports will help prevent the loss of your most valuable asset - your hard-earned customers!

We evaluate the menu and service in everyday customer situations to give you

detailed and objective evaluation of your business's performance . We will help you find opportunities and solutions to know where your training budget should be spent.

And, we'll turn the findings into action plans before you lose customers while you can recognise and reward your superstars before you lose them to your competition.

EXPERIENCE PROFESSIONALISM

At TFC we have many years experience in the hospitality industry.

Catherine Tuff was Chief Inspector for the Taste of Scotland, a long established and highly successful independent food guide. An in-depth knowledge of the culinary business is the only way to credibility.



Cost Effective

A mystery shop scheme can quickly pay for itself. Are performance bonuses being paid but not earned? The

"Helping food producers and caterers develop better quality products and services"

savings in unearned bonuses alone could cover your costs.

Measuring up

Identifies areas of weakness, and also areas of strength. Results scores can be used to structure rewards and to promote excellence. Use our reporting to fine tune your training.

Your standards, your say

We work with each client individually to ensure that we reflect **your** goals for business operation and customer satisfaction.

You are the expert when it comes to knowing your customers and the standards of service you require. TFC will provide the objective measures of those standards.

The inside story

TFC Food Services tells you not only who, what and when but also "why". A debrief meeting to discuss results maximises the potential .

Let us demonstrate what expert mystery shopping will do to improve your bottom line! You will be taking a first step in improving your sales and customer service levels.

How does it work?

We recommend that a post-visit, on-site meeting is held to look at how

your business can make cost effective (often cost free) improvements.

- 1 *First mystery shop visit and detailed report, with recommendations*
- 2 *Then an On-site debrief meeting to address issues, produce action plan*
- 3 *Training needs addressed*
- 4 *Further mystery shop visits to assess impacts and improvements*

WHAT YOU'LL DISCOVER

Vital business information about what the customer really thinks about your food, your staff and your facilities

But most importantly, how can you cost-effectively improve all these areas to increase profits. Get in touch now!



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Mystery Guest Services

FOOD SERVICES

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