
PUTTING CUSTOMER SERVICE FIRST

The Mystery Dining Company has joined forces with the National Skills Academy for Hospitality to help evaluate customer service across the sector in England.

The partnership has seen the creation of national benchmarking criteria providing a quarterly report on customer-operator interactions and rank performance by sub-sector and region.

Through a series of site visits ranging from cafes to Michelin star venues, mystery assessors evaluate and report on a range of details structured to capture the impact on customers for crucial aspects; while behavioural experience along with staff knowledge and training, and value for money is taken into account.

Working closely with operators across the hospitality sector since 2003 to provide independent analysis, TMDC has established a network of more than 2,500 qualified mystery diners who undertake, on average 1,000 mystery visits per month.

Director Sally Whelan, believes the partnership will act as an important catalyst in measuring, and helping to raise industry standards.
