

SERVICE WITH A SMILE

The Mystery Dining Company (TMDC), has just published a white paper that highlights warmth of service being the draw for diners.

According to the report published in February by customer experience analysts TMDC, nearly half of restaurant operators do not evaluate customer service performance, while warmth of service is most likely to attract customer loyalty. The research included a benchmark of service standards across the industry from October to December 2009 that operators can use to assess their strengths as well as potentially missed opportunities.

Designed to provide insight on general trends in addition to specific service elements, a customer service white paper will be published quarterly by TMDC, with the next edition due out in May.

- A full version of the latest white paper can be obtained directly from TMDC by emailing kerstin@mysterydining.com

