



	Available Points	Actual Score	Criteria	Customer Feedback
Overall Score	97	97	100%	53
Venue Sourcing - Web Web experience.	4	4	100%	4
Connecting Ease of connecting to right person	11	11	100%	6
Questioning Effectiveness to identify needs	16	16	100%	14
Database Obtaining customer contact detail appropriately	8	8	100%	4
Selling Manner & approach	16	16	100%	8
Key Criteria Customer key event and venue selection criteria	4	4	100%	2
Closing Recap, Clarify Options & Next Action	8	8	100%	6
Fulfilment Proposal, Call fulfilment & next action	16	16	100%	8
Follow up As promised/expected	3	3	100%	2
Customer's Overall Impression And confidence to book this venue	11	11	100%	3

Skill Level 2 Enquiry Placed by Tel 97 Available Points
 53 Scored Criteria
 10 Sections

Recommendations for improvement

Sandown Mystery Shop Score Criteria 2024

Venue Sourcing - Web		Avail	Act	<i>Customer Feedback</i>
VS1	Were relevant contact details clearly stated on the Website to assist you in placing this enquiry <i>1 = Yes, 0 = No</i>	1	1	<i>Email address;#Telephone;#Contact Us Form</i>
VS2	How easy was it to find the relevant information for your enquiry. <i>1 = easily located, 0 = not easy</i>	1	1	<i>VS2. Comments?</i>
VS3	How easy was it to find the contact details for your enquiry. <i>1 = easily located, 0 = not easy</i>	1	1	<i>VS3. Comments?</i>
VS4	Did the Website bring the Venue alive for you. <i>Did it encourage you to continue to place your enquiry? 1= Yes, 0 = No</i>	1	1	<i>VS4. Overall Web Comments?</i>
VENUE SOURCING SCORE		4	4	
	Technical Skills	3	3	Web experience
	Personal Skills	1	1	
Connecting				<i>Customer Feedback</i>
CO1	Were you able to place the enquiry on the 1st attempt. <i>1 = Yes, 0 = No</i>	1	1	
CO2	Was the-routing relevant? Was it easy to get to the right person to handle this enquiry. <i>1 = Yes, 0 = No</i>	1	1	<i>CO2. Customer Feedback?</i>
CO4	Did enquiry handler answer the phone within 3 rings? <i>1 = Yes, 0 = No</i>	1	1	<i>1 = Yes</i>
CO5	<i>If longer was apology given or thanked for holding? 1 = Thanked for holding/given apology, 0 = Time not acknowledged, 1 = N/A within 3 rings</i>	1	1	<i>Thanked for holding/Given apology +1</i>
CO6	Did they answer with <i>Good Morning or Afternoon +1. Venue or Department +1. Name +1</i>	3	3	<i>Good Morning or Afternoon +1;#Venue or Department +1;#Name +1. Customer Feedback: CO6. Customer Feedback?</i>
CO7	How Engaging was their initial greeting - did you feel you were greeted with a smile! •Bright •Friendly •Warm courteous •Enthusiastic <i>1 point each</i>	4	4	<i>Bright +1;#Friendly +1;#Warm courteous +1;#Enthusiastic +1. Customer Feedback: CO7. Customer Feedback?</i>
CONNECTING SCORE		11	11	
	Technical Skills	7	7	Ease of connecting to right person & their welcome
	Personal Skills	4	4	
Establishing Needs		Avail	Act	<i>Customer Feedback</i>
<i>Did they establish your event requirements (1 point for each unless otherwise stated):-</i>				
Q1	Dates	1	1	<i>Discussed or recapped (1 Point)</i>
Q2	Number of attendees	1	1	<i>Discussed or recapped (1 Point)</i>
Q3	Type & Purpose of Event	1	1	<i>Discussed or recapped (1 Point)</i>
Q4	Flexibility	1	1	<i>Discussed or recapped (1 Point)</i>
Q5	Layout & seating style	1	1	<i>Discussed or recapped (1 Point)</i>
Q6	Expectation of Event Space <i>breakout areas/private dining/staging/reception</i>	1	1	<i>Discussed or recapped (1 Point)</i>
Q7	Audio Visual / Technical set up	1	1	<i>Discussed or recapped (1 Point)</i>
Q8	Accommodation requirements	1	1	<i>Discussed or recapped (1 Point)</i>
Q9	Catering Requirements	1	1	<i>Discussed or recapped (1 Point)</i>

Q11	Why this venue/location is of interest	1	1	
Q12	What other venues you are considering	1	1	
Q13	Was there any discussion regarding client budget expectation? <i>When packages discussed asked is that near what you had in mind? 1 = Yes, 0 = No</i>	1	1	
Q14	Were you offered a proposal/menus etc. <i>1 = Yes, 0 = No</i>	1	1	
Q15	How engaging were they when asking questions to ascertain your needs & requirements? <i>Did you feel engaged +1. Did they build rapport +1. Did you feel they were interested/enthusiastic +1</i>	3	3	<i>I felt engaged +1;#They built rapport +1;#They seemed interested / enthusiastic +1. Customer Feedback: Q15. Customer Feedback</i>
QUESTIONING- IDENTIFYING NEEDS SCORE		16	16	
		Technical Skills	13	13
		Personal Skills	3	3
				Questioning skills - effectiveness to identify needs
Data / Contact Details		Avail	Act	Customer Feedback
D1	Did they ask for your Name & check spelling. <i>2 = Requested & checked, 1 = Requested, not checked, 0 = Not Requested, 2 = provided via E/Web</i>	2	2	<i>2 = Requested & checked</i>
D2	Did they ask / check back your Telephone Number(s) <i>2 = Requested & checked, 2 = requested via email 2 = Requested, not checked, 0 = Not Requested</i>	2	2	<i>2 = Requested & checked</i>
D3	Did they ask for your email & check spelling. <i>2 = Requested & checked, 1 = Requested, not checked, 0 = Not Requested</i>	2	2	<i>2 = Requested & checked</i>
D4	How engaging were they when asking for your contact details . <i>Did you feel it relevant, were you encouraged to give details +1 was it asked at relevant time Did you feel they were interested in you or your party/group +1 (as opposed to gathered all at once/start of call or disinterested / order taking mode)</i>	2	2	<i>Relevant, I was encouraged to give details +1;#Felt they were interested in me / my group +1. Customer Feedback: D4. Customer Feedback</i>
DATABASE / CONTACT DETAILS SCORE		8	8	
		Technical Skills	6	6
		Personal Skills	2	2
				Verifying appropriate customer contact details
Sales Skills		Avail	Act	Customer Feedback
S2	Did they explain packages, &/or offers, start prices. <i>1 = Yes, 0 = No</i>	1	1	<i>S2. Customer Feedback</i>
S4	Did they assist you to visualise the venue, suite, rooms etc <i>2 points if full description / 1 point if somewhat / 0 points if no</i>	2	2	<i>S4. If so, how</i>
S5	Did they offer or suggest a Site Visit. If not relevant did they offer a virtual tour. <i>1 = Yes, 0 = No</i>	1	1	<i>Site Visit</i>
S6	Having obtained your name was it used to engage with you during the call <i>1 = Yes, 0 = No</i>	1	1	
S7	Describe listening skills did they capture all info & respond appropriately pausing for/acknowledging answer. <i>Listened +1. Paused/acknowledged answers +1. Responded appropriately +1</i>	3	3	<i>Listened +1;#Paused/acknowledged answers +1;#Responded appropriately +1.</i>
S8	Rate Clarity of explanations, did they demonstrate good Product/Venue knowledge - use features & benefits. <i>Gave clear & concise descriptions +1, gave good product overview +1, used F&Bs +1</i>	3	3	<i>Gave clear & concise descriptions +1;#Gave good product overview +1;#Used F&Bs +1. Customer Feedback: S8. Customer Feedback</i>

S11	How confident are you in what the sales manager offered, how well did it meet your requirement and expectations 3 points, 1 point deducted for each area of improvement	3	3	S11. How confident are you in what the sales manager offered 3 points, 1 point deducted for each area of improvement?
S12	Were they friendly & warm +1. Polite & courteous +1 throughout the customer journey	2	2	Friendly & Warm +1;#Polite & Courteous +1. Customer Feedback: S12. Customer Feedback?
SALES SKILLS SCORE		16	16	Verifying appropriate customer contact details
Technical Skills		4	4	
Personal Skills		12	12	
Customer's Key Criteria		Avail	Act	<i>Customer Feedback</i>
	Customer's Key Criteria for Event was			<i>Memorable</i>
	Customer's Key Criteria for Venue Selection was			<i>Location</i>
KC1	How well did they respond to your Key Criteria 2 = responded to both, 1 = responded to one, 0 = did not respond to either	2	2	2 = responded to both. KC1. Comments?
KC3	Did they mention sustainability / respond to any pointers. 2 points if they did / 1 point if on proposal / website	2	2	KC3. Comments?
KEY CRITERIA SCORE		4	4	Customer's key event and venue selection criteria
Technical Skills		2	2	
Personal Skills		2	2	
Closing		Avail	Act	<i>Customer Feedback</i>
CL1	Was there a Recap of details, summarising your needs & objectives. 1 = Yes, 0 = No	1	1	<i>(blank). Comments</i>
CL2	Did they offer a provisional booking 1 = Yes, 0 = No	1	1	
CL3	Did they ask what, when & how you wanted fulfilment 1 = Yes, 0 = No	1	1	
CL4	Did they agree follow up & method 1 = Yes, 0 = No	1	1	
CL5	Did they thank you for your enquiry 1 = Yes, 0 = No	1	1	
CL6	Did they seem eager for your business/enthusiastic +1. Proactive & in control +1. Natural & flowing not scripted +1	3	3	Eager for my business/enthusiastic +1;#Proactive & in control +1;#Natural & flowing not scripted +1. Customer Feedback: CL6. Customer Feedback?
CLOSING SCORE		8	8	Closing - Recap, Clarify Options & Next Action
Technical Skills		5	5	
Personal Skills		3	3	

Proposal / Fulfilment		Avail	Act	Customer Feedback	
F1	Did the fulfilment arrive as expected 2 = Yes, 1 = Arrived but not as expected, 0 = None received	2	2		
F2	How long did it take for the proposal to arrive 3 = less than 4 hours, 2 = within my agreed time frame, 1 = 4-8 hours, 0 = No fulfilment / proposal received	3	3	Less than 4 hours (3 points)	
F3	Did the fulfilment have a friendly covering letter/email 1 = Yes, 0 = Not particularly friendly / Not personally addressed, 0 = No fulfilment	1	1	Yes (1 point)	
F4	How well did the offering / proposal meet your request. 3 points, 1 point deducted for each area of improvement	3	3	F4. Customer Feedback	
F5	Email Top & Tail: Salutation correct +1 & spelt correctly +1. Clear which venue's proposal this is +1	3	3	Salutation correct +1;#spelt correctly +1;#Clear which venue's proposal this is +1	
F6	Was there sign off showing Name, Position & Venue/Dept 1 = Yes, 0 = No, 0 = No fulfilment	1	1		
F8	Was the fulfilment grammatically correct and spelt correctly throughout 1 = yes, 0 = no there were errors	1	1		
F9	Did fulfilment clearly cover your key criteria for your event and venue selection? 2 = covered both, 1 = covered one, 0 = did not cover either	2	2	F9. Customer Feedback	
FULFILMENT & PROPOSAL SCORE		16	16		
		Technical Skills	12	12	Proposal, Call fulfilment & next action
		Personal Skills	4	4	
Follow Up		Avail	Act	Customer Feedback	
FU1	Did you receive any follow up to check receipt of your personalised proposal within 3 working days of the enquiry being placed. 1 = Yes, 0 = No	1	1	Within 3 working days of the enquiry being placed +1	
FU1	Follow Up Method			Phone	
FU2	How well did the follow up encourage you to book. 2 = I would be encouraged to book, 1 = did not sway me either way, 0 Follow up did not encourage me to book	2	2	2 = I would be encouraged to book	
FOLLOW UP SCORE		3	3		
		Technical Skills	1	1	Follow up as promised/expected
		Personal Skills	2	2	

Customer's Overall Impression		Avail	Act	Customer Feedback
CI1	Customer's overall impressions of their experience 6 points, deduct 2 points for each area of improvement	6	6	CI1. Customer's overall impressions of their experience 6 points, deduct 2 points for each area of improvement?
Customer's Confidence				
CI2	Customer's confidence to book. 3 = Confident to book, 2 = would consider booking after a good show round, further info or call, 1 = only if my other venue was not available, 0 = not confident to book here	3	3	CI2. Customer Feedback?
CI3	Was the customer journey from initial enquiry placement to full proposal within the customer expected timeframe 2 = within expectation, 1 = longer than expected, 0 = did not complete the enquiry	2	2	Within expectation (2 points)
	How many working days did the customer journey take			5
CI4	How many email interactions were involved			1
CI5	How many telephone interactions were involved			1
OVERALL IMPRESSION SCORE		11	11	Customer's Overall Impression and confidence to book this venue
Personal Skills		11	11	