

SILENT CUSTOMER

Customer Engagement & Reputation Specialists

Taking the guesswork
out of guest work



Using mystery guest, customer feedback and online reputation, we specialise in supporting multi-site hospitality operators in service improvements and revenue growth.

We realise that data, by itself, does not initiate change but people do, so we work closely with our clients to make sure they are interpreting feedback in a meaningful and actionable way.

Our values are centred around giving feedback kindly to influence positive change, and our focus is on helping teams in understanding behaviours.

Mystery Guest

Mystery guest generates detailed, targeted insight and brings learning directly to your teams

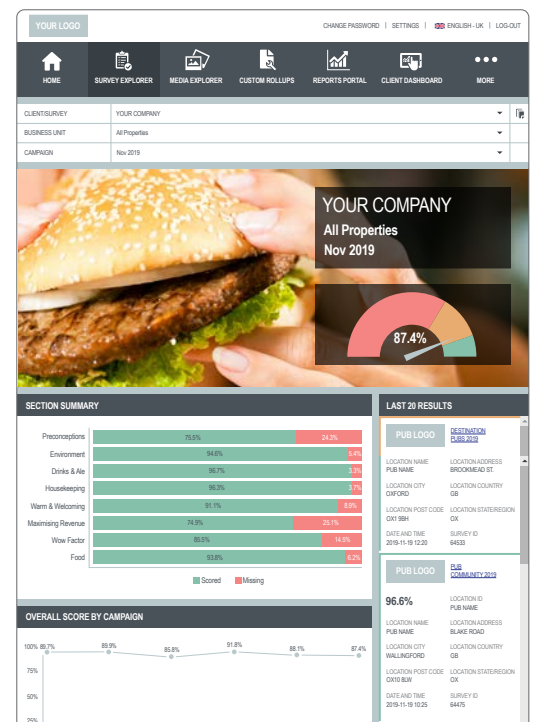
- Benchmark standards and social engagement
- Identify ways to increase revenue
- Promote management collaboration

Software and reach

Silent Customer uses ShopMetrics Cloud-based software platform to host and deliver mystery dining services to its clients. There are over 10,000 Silent Customers around the UK and the UEA ready to visit restaurants, hotels, pubs and other leisure venues and complete fully customisable surveys based upon their visit. ShopMetrics works with hundreds of international partners, each with thousands of assessors, enabling us to visit venues worldwide.

Surveys

Typically our clients' surveys will have sections on topics such as the ambience and feel of the establishment, the friendliness and knowledge of the staff, cleanliness and upkeep of the building as well as the quality and presentation of food and drinks.



“An extremely ‘in touch’ company that works hard at producing what you want.”

“Great service, flexible and reliable.”

“Friendly, helpful, reliable, accurate and fair.”

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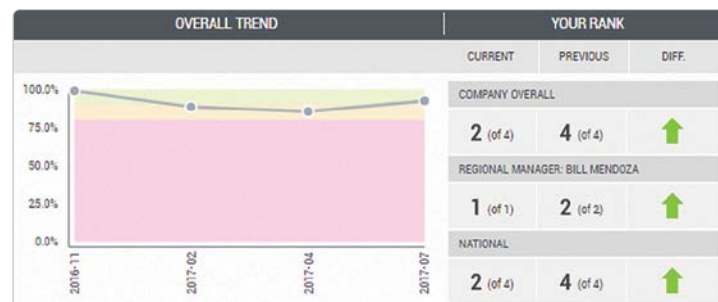
Questions

Silent Customer works with clients to determine the most appropriate set of survey questions based upon each particular business's needs and aims.

Questions can be multiple choice, discrete values, ranges and numeric values, and can include free-text comments as preferred. Questions can range from simple tick-list options to much more subjective and open topics.

Recorded audio

We will record phone enquiries so that your teams can identify ways to improve their listening skills and convert more enquiries into bookings.



Full reporting system as standard.

18. Were you shown how to call down to reception and told who to ask for if you needed anything? (required)
↓ for example - which button to press on the telephone

☐ N/A
☐ Yes
☐ No

Comment:

19. Overall did the person who booked you in appear warm, understanding, flexible, knowledgeable, experienced and have smiling eyes and voice? (required)
↓ If you tick excellent - please tell us their name or describe what they looked like so that they may be rewarded.

☐ They were excellent (all of the above, I really couldn't find fault)
☐ They were as I expected (professional)
☐ They were OK (seemed to lack a little confidence and/or warmth)
☐ I found them to be poor in both interpersonal skills and/or knowledge

Comment:

20. Please summarise your check in experience: What was good about it and what would you would do to enhance the customer experience even further? (required)

Comment:

Surveys can include detailed closed questions as well as open subjective questions.

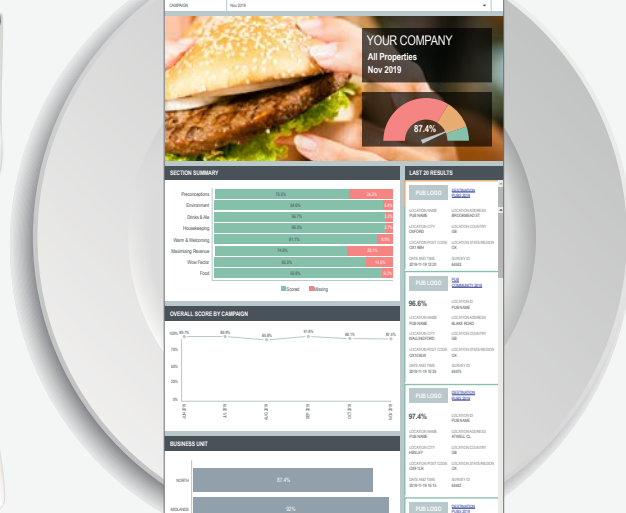
Reporting

Completed surveys are checked twice by our quality control team before being emailed to the appropriate client recipient. Year-to-date results are emailed monthly and access to our comprehensive, drill-down reporting dashboard is included as standard. We provide training and support in analysing data.

Results

Our clients find that by running regular, targeted visits they can:

- Identify areas for improved customer satisfaction
- Monitor improvements over time
- Compare performance across different business types and area managers
- Audit the success of new campaigns and projects
- Identify training needs and shortfalls
- Drive revenues and reduce revenue leakage
- Motivate and stimulate staff to excel in their customer interactions



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