

A restaurant run by an NGO at a historic building had cards available inviting customers to give their opinions:

*Our team is dedicated to providing you with the best possible service and hospitality during your visit to the Stables Restaurant. We value your comments on our performance. We realise that there is always room for improvement and would appreciate any feedback.*

*On departure, please hand this card to any member of staff.*

*Thank you for your comments and we look forward to seeing you again soon.*

Such cards and requests for information are often a feature of restaurants. Here, the cards were on the table with customers free to complete them, if they chose to do so. The card included several questions for customers to answer:

1. How did you find the service and hospitality?

Comment \_\_\_\_\_

2. Was the menu appropriate to

The region?	Yes	No
The historical aspect of the building?	Yes	No

Comment \_\_\_\_\_

3. Was the meal of a high quality in terms of:

Presentation?	Poor	Fair	Good	Excellent
Flavour?	Poor	Fair	Good	Excellent
Value for money?	Poor	Fair	Good	Excellent

Comment \_\_\_\_\_

4. Would you revisit the Stables Restaurant? Yes No

Comment \_\_\_\_\_

5. Any member of staff worth a special mention?

Why? \_\_\_\_\_

**Questions to Consider:**

1. What proportion of customers is likely to complete the questionnaire?
2. Which category of customer is more likely to give their opinions?
3. Can the information obtained from this document, and the proportion of customers filling it in, give a true picture of the restaurant's performance?
4. Would typical customers know what is meant by the term '*feedback*' – and give it in a way that is helpful to the management and staff of the restaurant?
5. Is the information obtained influenced by the time of day, or days of the week, or periods of the year when the restaurant could be very busy or slack with few customers?
6. Who, within the restaurant organisation, would wish to obtain this information?
7. Would the information so obtained be sufficient data to enable decisions to be taken?
8. What action might members of staff take, if the form contains critical comments about them or their colleagues?
9. How can information be processed, given that some data is obtained from ticked boxes, which are easy to process, and open written comments that are difficult?
10. Is question 5, asking customers to mention certain member's of staff fair, given that they may see only a few, and non from the food preparation sections?
11. What alternative methods could be used instead, or to supplement, the use of this questionnaire card?