



**Dining Services  
Mystery Shopper Program  
Evaluation Form**



Location: Burger King

Special Requests (if applicable): Add cheese

Date: April 30, 2012

Price paid for items: \$7.41

Time Arrived: 2:59 P.M.

Food Items Ordered (indicate if breakfast, lunch, dinner, or snack):

Lunch- TENDERCRISP Chicken Sandwich and Fries

**Waiting Time and Business Activity Level:**

Number of visible employees working: 5

Number of customers in line: 7

Time spent in line (before ordering): 5 minutes

Time span from ordering to receiving food: 4 minutes

Total time spent in establishment: 45 minutes

How many customers in the establishment? (Circle one)

0-5 (*Slow*)

6-10 (*Moderate*)

11+ (*Busy*)

**Customer Service:**

	Excellent	Good	Fair	Poor	Not Applicable
Employee made eye contact, smiled, used a friendly tone of voice	4	3	2	1	n/a
Employee used a friendly/welcoming greeting at arrival (ex: "Hi, how may I help you?")	4	3	2	1	n/a
Employee was knowledgeable about the menu and accommodating of special requests	4	3	2	1	n/a
Employee correctly charged for items purchased	4	3	2	1	n/a
Employee provided a receipt	4	3	2	1	n/a
Employee said "Thank You" and/or "Have a nice day!" upon departure	4	3	2	1	n/a



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*Additional Customer Service Comments:*

(Please describe your experience in detail. Include employees' names and descriptions if possible.)

**The customer service at Burger King was excellent and very professional. I noticed both of the cashiers were very polite to the customers in front of me. The cashier that took my order greeted me well, with a friendly voice and a smile. He took the time to answer my questions about the different burgers offered. I was surprised that he did not ask if I wanted to make it a combo with a drink because the cashiers always ask this. He added my special request and made sure to hand me my receipt. I was very pleased with the customer service at this establishment.**

**Food and Beverage Quality:**

	Excellent	Good	Fair	Poor	Not Applicable
Visual appearance of food was appetizing and placed in appropriate container (this includes utensils and napkins provided)?	4	3	2	1	n/a
Temperature was adequate and appropriate to food item (hot food is hot, cold food is cold)	4	3	2	1	n/a
Food was cooked to desired doneness	4	3	2	1	n/a
Special requests granted?	4	3	2	1	n/a
Overall Flavor	4	3	2	1	n/a
Overall Freshness	4	3	2	1	n/a
Portion size was adequate	4	3	2	1	n/a
Perceived value of food	4	3	2	1	n/a

*Additional Comments on Food Quality:*

(Please describe your experience in detail.)

**The food was quite tasty and appetizing at this establishment. The chicken was cooked and prepared well, not too dry or hard, and the fries were very fresh. I was pleased that the fries were not too greasy, and tasted good. The food tasted well and was worth the price.**

**Cleanliness:**

	Excellent	Good	Fair	Poor	Not Applicable
Front of establishment was clean, free of trash, dirt, crumbs, etc. (view as you approach the location, what is seen while in line, and/ or while ordering food)	4	3	2	1	n/a
Perception of establishment upon arrival was positive; gave a welcoming vibe to the customer.	4	3	2	1	n/a
Counters were clean and organized.	4	3	2	1	n/a
Floors were clean and free of spills, trash, food, etc.	4	3	2	1	n/a
Condiment area was clean and free of spills, trash, etc.	4	3	2	1	n/a
Beverage station was clean, free of spills, straw wrappers, etc.	4	3	2	1	n/a
Was the trash bin area clean? Was it overflowing?	4	3	2	1	n/a
Did you have access to a recycling bin inside or close to the building?	4	3	2	1	n/a
Employee's personal hygiene and appearance was appropriate (clean & complete uniform, professional).	4	3	2	1	n/a
Were the glass windows clean, free of finger prints?	4	3	2	1	n/a



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<b>Were the tables clean, free of crumbs, spills, etc. ?</b>	4	3	<b>2</b>	1	n/a
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*Additional Comments on Cleanliness :*

(Please describe your experience in detail.)

**Upon entering Burger King I noticed that the front of the establishment had many straw wrappers and trash on the floor. The counters had some soda spills and trash as well. The tables were very dirty and there was trash left sitting on them. The establishment definitely needs to be cleaner. There was a long line and many people in the Union, but it needs to be clean. I also noticed that all of the employees had uniforms and looked professional, but the cashier that served me had jeans and a shirt on. I don't know if he was the boss or manger, but it was very unprofessional and made me a bit uncomfortable.**

**Final Additional Comments:**

(Please discuss your overall impression and why or why not you would return. Would you recommend this place to fellow students?)

**Overall, I had a positive experience and impression with Burger King. Their customer service was exceptional and food was great, but they need to work on their cleanliness. I would recommend this establishment to students because the food is good and not too pricey. There is a variety to choose from, the food is made fast, and conveniently located in the Union.**

**TOTAL SCORE= 90%**

**(90points out of possible 100)**