

HUMANEXPERIENCE

MYSTERY SHOPPING REPORT

Victoria Accommodation Awards for Excellence



Accommodation Australia
A DIVISION OF THE AHA | VIC

Best Meeting and Events Space of the Year

Conducted On:

H^x

YOUR RESULTS

MYSTERY SHOPPING REPORT

The next few pages provide a detailed breakdown of each of the sub-scores in your mystery shopping report.

OVERALL SCORE FOR THIS REPORT

%

0 - 66% High risk area

67 - 80% Requires management

81 - 100% Area of strength

your results

% ONLINE	% MEETING POINT	% THE VENUE	% TOUR	% ROOM CONFIGURATION
% TECHNOLOGY AND AUDIO VISUAL	% CATERING	% ACCESSIBILITY	% CLOSING	% FOLLOW UP
% ABOVE & BEYOND				

H^x

ONLINE

MYSTERY SHOPPING REPORT

results

1.01	Was the information on the venue's website enticing?	
1.02	Was the information on the venue's website informative?	
1.03	Was the information on the venue's website up to date?	
1.04	Could you easily locate information regarding accessibility at the venue on their website?	
1.05	Was the conference and event pack available on the website?	
1.06	Was the venue capacity available on the website?	
1.07	Has the venue posted within the last four days on one of their nominated social accounts?	
1.08	Does the venue's last two weeks of social media posts showcase the function facilities and offerings in a way that was engaging visually?	
1.09	When you contacted the venue via one of their social media channels (asking a question) did the venue get back to you with an answer within 24 hours?	
1.10	What question did you ask the venue?	
1.11	What answer did you receive?	
1.12	Was your question answered in an informative manner?	
1.13	When requesting a site visit online, was the enquiry process user-friendly?	
1.14	When requesting a site visit, was there a section where you could add details for your event, e.g., special occasion, number of people, style of event, date, and time?	
1.15	Did a staff member respond to your online enquiry within 24 hours?	
1.16	Was the staff member who responded to your online enquiry informative?	
1.17	Was the staff member friendly and polite?	
1.18	Did you receive a confirmation of your appointment in writing (text or email)?	

notes...

TOTALS FOR THIS SECTION			
0	0	0	%
POSITIVE	NEGATIVE	N/A	TOTAL

MEETING POINT

MYSTERY SHOPPING REPORT

Date & time arrived at the venue:

results

2.01	Was it easy for you to find where to go to meet with function sales?	
2.02	Was there signage directing you where to go?	
2.03	Was the area where you met the function salesperson clean and tidy?	
2.04	Were staff members easily identifiable?	
2.05	Were all staff members well presented and neatly groomed?	
2.06	Were you acknowledged within one minute of arriving at your agreed meeting point?	
2.07	Did the person who greeted you smile and ask you engaging questions?	
2.08	Did the person who greeted you make eye contact?	
2.09	Did the staff member ask questions about your specific function?	
2.10	Did the staff member make you feel comfortable?	
2.11	Did the staff member take a genuine interest in you and your function?	
2.12	Did the staff member ask about your goals/desires for your function?	
2.13	Did the staff member capture your personal details?	
2.14	Did the staff member make notes/record your answers as you spoke?	
2.15	If the staff member was wearing a name badge or introduced themselves, what was their name?	
2.16	If the staff was not wearing a name badge nor introduced themselves, please describe them.	

notes...

TOTALS FOR THIS SECTION			
0	0	0	%
POSITIVE	NEGATIVE	N/A	TOTAL

THE VENUE

MYSTERY SHOPPING REPORT

results

3.01	Was the interior of the event venue tidy?	
3.02	Were the floors inside the venue clean?	
3.03	Was the décor in line with the style of the venue?	
3.04	Was the furniture in the venue in good repair with no obvious maintenance issues? If you did find maintenance issues, please upload a photo.	
3.05	Did you notice any safety hazards at the venue? If so, please upload a photo.	
3.06	Did you notice poor acoustics while in the venue?	

notes...

TOTALS FOR THIS SECTION

0	0	0	%
POSITIVE	NEGATIVE	N/A	TOTAL

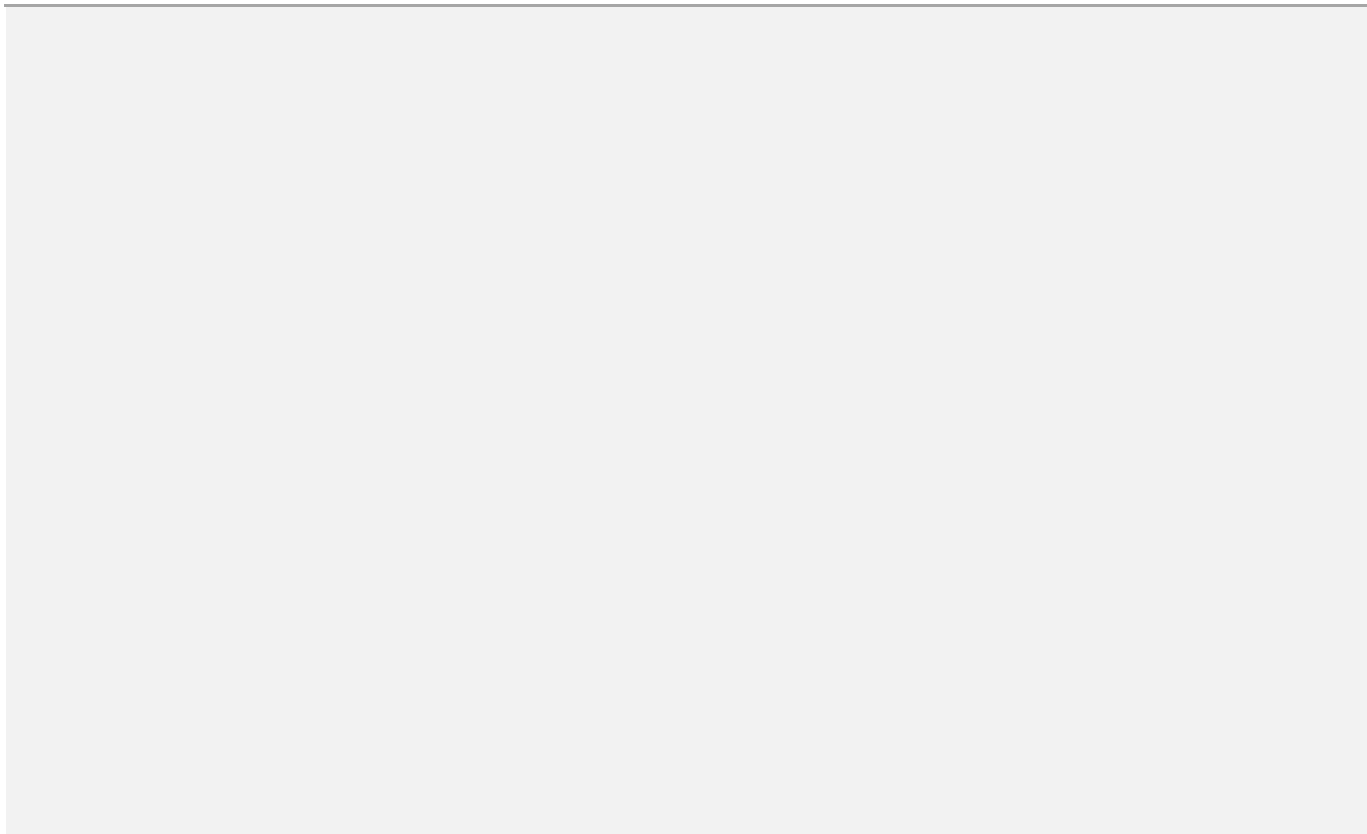
TOUR

MYSTERY SHOPPING REPORT

results

4.01	Did the staff member take you to the function space that best suited your needs first?	
4.02	Did the staff member tell you about the benefits of the space in relation to your specific function?	
4.03	Was the staff member passionate throughout the tour and whilst they showed you around the function space?	
4.04	Did the staff member ask you questions such as "Can you see how this would work for your function?"	
4.05	When the staff member showed you around, did they point out these areas:	
	4.05a Breakout areas	
	4.05b Bathroom	
	4.05c Outdoor areas	
	4.05d AV system (speakers, microphones, screens)	
4.06	Was the function space that you were shown clean?	
4.07	Was the function space that you were shown tidy?	
4.08	If you saw any other staff members, did they appear friendly and happy?	
4.09	Did the staff member cross-promote other hotel services—accommodation rooms, private dining, and restaurant spaces that could be of interest?	

notes...



TOTALS FOR THIS SECTION			
0	0	0	%
POSITIVE	NEGATIVE	N/A	TOTAL

ROOM CONFIGURATIONS

MYSTERY SHOPPING REPORT

results

5.01	Was there a variety of room configurations?	
5.02	Was there a pre-function area?	
5.03	Was there a variety of meeting room types?	
5.04	Was there breakout space?	
5.05	Did the breakout space 'flow' from the main meeting room?	
5.06	Did the meeting rooms cater for different viewing angles?	

notes...

TOTALS FOR THIS SECTION

0	0	0	%
POSITIVE	NEGATIVE	N/A	TOTAL

TECHNOLOGY AND AUDIO VISUAL

MYSTERY SHOPPING REPORT

results

6.01	Was there technology and equipment available for hire?	
6.02	Was there adequate lighting at the venue?	
6.03	Could the lighting be adjusted to different levels of brightness?	
6.04	Was there an adequate sound system? e.g., speakers, microphone.	
6.05	Was there adequate visual systems? e.g., projectors, screens.	
6.06	Was there a stage available, including for hire?	
6.07	Was there digital signage?	
6.08	Was the price point of the hire of equipment within reason, considering the type of venue and location?	
6.09	Is high-speed internet available to conference guests?	

notes...

TOTALS FOR THIS SECTION			
0	0	0	%
POSITIVE	NEGATIVE	N/A	TOTAL

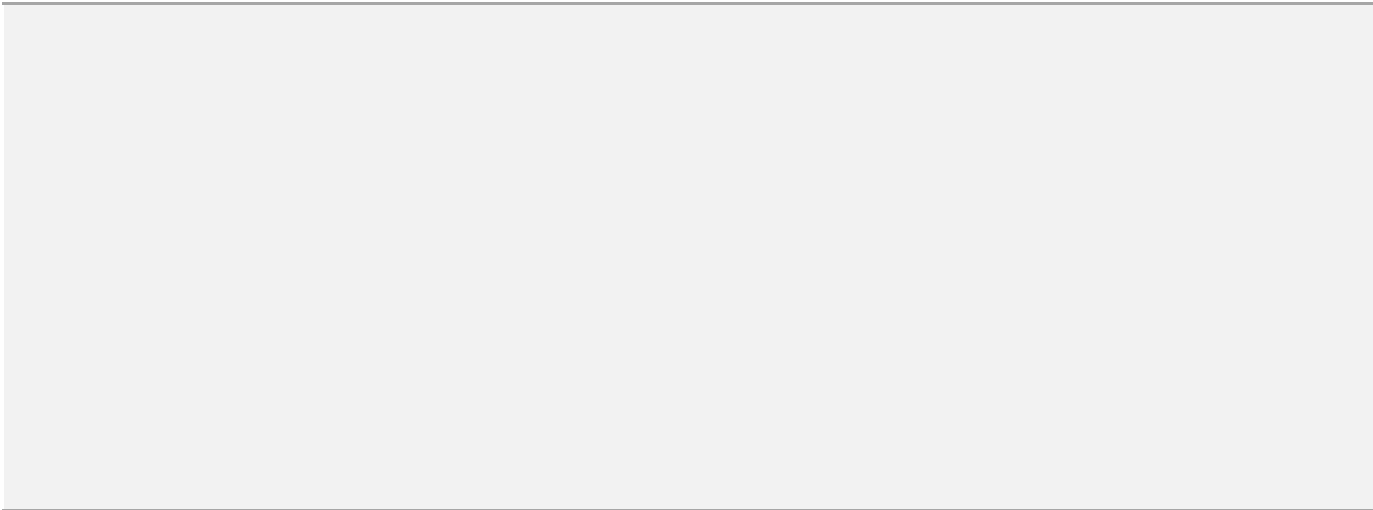
CATERING

MYSTERY SHOPPING REPORT

results

7.01	Was there a wide selection of food menu options available?	
7.02	If yes, what were they?	
7.03	Was there a wide selection of beverage options available?	
7.04	Were Victorian produce and beverages available?	
7.05	If yes, give some examples?	
7.06	Were there non-alcoholic beverages available that suited the venue?	
7.07	Did the venue offer a corkage fee for beverages?	
7.08	Was the price point of the food and beverages within reason, considering the type of venue and location?	
7.09	Did the venue accommodate dietary requirements?	

notes...



TOTALS FOR THIS SECTION			
0	0	0	%
POSITIVE	NEGATIVE	N/A	TOTAL

ACCESSIBILITY

MYSTERY SHOPPING REPORT

results

8.01	Was the venue accessible for guests who have mobility needs?	
8.02	Was there a hearing loop at the venue?	
8.03	Did the venue have ease of access for the delivery of goods?	
8.04	Was parking within close proximity of the conference centre?	
8.05	Was the price point of parking relative to the location?	
8.06	Did the venue offer conference and event guests discounted parking rates?	
8.07	Was the venue accessible by public transport?	

notes...

TOTALS FOR THIS SECTION

0	0	0	%
POSITIVE	NEGATIVE	N/A	TOTAL

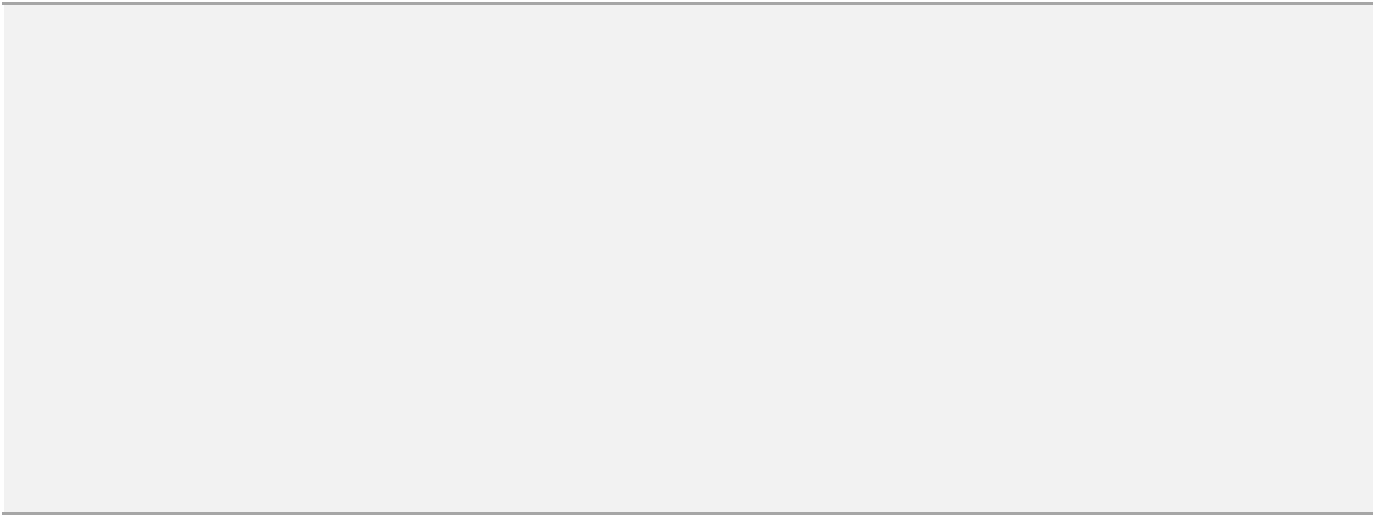
CLOSING

MYSTERY SHOPPING REPORT

results

9.01	Once the functions space tour was over, were you taken to a seated area to discuss prices?	
9.02	Did the staff member recap how their function space could be great for your function?	
9.03	Did the staff member restate the goals/desires of your function?	
9.04	Were the prices clearly explained (including all-inclusive options, pay by consumption, etc.)?	
9.05	Did the staff member ask you to make a booking/close the sale?	
9.06	Did the staff member attempt to overcome your objection to not making a booking today?	
9.07	Did the staff member ask if they could arrange a time to call you to follow up?	
9.08	Were you given a warm farewell?	
9.09	Would you have been likely to say yes to booking a function here if this were a real scenario?	
9.10	Did the function space feel warm and inviting?	

notes...



TOTALS FOR THIS SECTION			
0	0	0	%
POSITIVE	NEGATIVE	N/A	TOTAL

FOLLOW UP

MYSTERY SHOPPING REPORT

results

10.01	Did you receive a follow-up call on the agreed day and time?	
10.02	Was the staff member polite and friendly?	
10.03	Did the staff member ask if you'd had a chance to *insert objection why you didn't book on the day you came in?*	
10.04	Did the staff member show empathy when you said you still were not ready to make the booking?	
10.05	Did the staff member set a course for further follow-up after you declined to book?	
10.06	Did the staff member still end on a positive note despite you not booking?	
10.07	If not, what did they do?	

notes...

TOTALS FOR THIS SECTION			
0	0	0	%
POSITIVE	NEGATIVE	N/A	TOTAL

ABOVE & BEYOND

MYSTERY SHOPPING REPORT

results

11.01	Did the staff member go above and beyond at any time during your visit?	
11.02	Did the staff member anticipate your needs before you made a request?	
11.03	Was there anything particularly memorable about your experience (e.g., service, atmosphere, food, or beverage quality)?	
11.04	If yes, please tell us what was particularly memorable.	
11.05	If someone asked you about this meeting and events space, how would you describe it?	

TOTALS FOR THIS SECTION			
0	0	0	%
POSITIVE	NEGATIVE	N/A	TOTAL

KEY COMMENTS

MYSTERY SHOPPING REPORT

overall feedback...

THE BEST THING

KEY AREA(S) OF IMPROVEMENT