

**OOPS Club****Sep 2012 Bar Report****Date:** Thu, 27/09/2012**Time:** 14:47**Report Visit #:** 1**Reporter ID:** 3Level of Satisfaction  
or Customer Service  
Score (0 to 100)**Regulations**

1. BAR NAME AND LOCATION  
*Main bar near the poker machine area*
2. Did you see any breaches of "Dress Regulation" standards? 100  
Yes (0)  
No (4)  
If there were breaches please write in comments section
3. Was "Responsible Service of Alcohol" being practiced? 100  
Yes (4)  
No (0)
4. If RSA was not being practiced what did you see?  
-

**Staff Appearance**

5. Were the bar staff appropriately dressed as per Club policy? 100
6. Were the bar staff appropriately groomed as per Club policy? 100  
Name/ID (100%)  
Name/ID - turned round or covered up (50%)  
No Name/ID (0%)
7. Name and Description of Staff member behind Bar?  
*Johnny black short hair with glasses*

**Bar Presentation**

8. Was the overall bar clean and organised? 100  
Yes (100%)  
Slight disorganisation (50%)  
No (0%)
9. Was the floor at the front of the bar clean? 100  
Yes (100%)  
Small amount of mess (50%)  
No (0%)
10. Was the advertising signage (liquor products/competitions) prominent and in good order? 100

**Service**

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**Service**

11. When being served at the bar were you acknowledged?	100
Smile and/or pleasant greeting	
Nod and nothing verbally	
12. How long did you have to wait for service?	100
Immediately (100%)	
Between 1 and 3 minutes (50%)	
Longer than 3 minutes (0)	
13. If you had to wait for service, why?	
-	
14. Did the Bar person present an image of?	100
Indifference (0)	
Courtesy (50%)	
Enthusiasm and Friendliness (100%)	
15. When you were being served, did you feel that the staff member was focussed on you and your order?	100
16. Was your drink presented in a clean glass: not sticky or overflowing?	100
17. Was your drink placed within easy reach?	100
18. Were straws available if required?	100
19. Were clean coasters visible around the bar or tables?	100
20. Was the taste of your drink to your expectations?	100
21. Did the staff member inform you of the cost of the drink?	100
22. Was the transaction handled efficiently?	100
23. Were you thanked?	100
24. Were you asked for your members card or was there signage requesting you to show the card?	100
Yes (100%)	
No (0)	
N/A (100%)	
25. When presenting your card with your order did the staff member call you by your name when passing back your card?	100
Yes (100%)	
Sir, Madam (50%)	
No (0)	
26. What drinks did you order?	
<i>Glass of chardonnay</i>	
<i>Schooner of Tooheys</i>	
27. How many patrons were in the bar lounge area?	
<i>20 seated in the lounge area near the bar</i>	
28. Were there staff cleaning this area? If yes, name(s) and description(s)	
<i>Melissa blonde hair wavy, collar length.</i>	

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## Service

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### Outside Area Presentation

29. Was access easily gained onto the outdoor area from the bar area? 100
30. Describe which outdoor area you visited (location)?  
*To the left of the bar*
31. Were the doors exiting onto the outdoor area closed at all times? 100
32. Were the tables and/or seats clean? 100
33. Were ashtrays/general rubbish and glasses cleared away? 100
34. If plasma screens were fitted, were they working? 100  
(If not fitted score 4 N/A)
35. Was the heating on and/or covering/shading adequate for the weather conditions? 100
- 

### Premises Image and Presentation

36. Did you observe any broken or damaged fixtures and fittings in the Bar areas? Comment  
*All working and okay*
37. Were all light globes working and in place? Comment  
*One downlight over the bar to the left, when facing it was not working*
38. Describe the ambience of the bar area (atmosphere created by light, sound, smell and decor). How did you feel being in this area?  
*The bar area had a good feeling. The football was on the big screen and patrons were well behaved and enjoying drinking in moderation. There was no smell and the decor was adequate.*
- 

### Staff Professionalism

39. Were the staff focussed and actively conducting their duties and responsibilities? 100  
Focused and Professional (100%)  
Somewhat focused (50%)  
Not focused or professional (e.g. personal conversations) (0)
40. Was there a good balance between friendliness and professionalism between staff and patrons? 100  
Yes at all times (100%)  
Sometimes (50%)  
No, staff were too personal towards patrons/chatting to other staff (0)
41. On completion of the transaction did the staff member bid you a friendly farewell? E.g. Thank you, enjoy your drink, etc. 100  
Yes (4)  
No (0)
-

## **Additional Information**

### **Overall comment to describe your visit:**

*The bar had three staff and none were serving on arrival. there were a lot of customers nearby at tables watching the big screen NRL action but it seemed they were not big drinkers and the bar was not busy. Service was offered a few seconds after arrival. The staff member was well presented and quick to fill the order. The glass was clean and the drink was cold. The staff member did not ask for my membership card. The sale was processed quickly and the staff member answered questions about membership adequately but with a paucity of detail.*

### **What could have enhanced your experience:**

*The staff member was polite and professional but could have made conversation and created more of a rapport.*

### **Overall comment on the entertainment (eg. Band, Raffles, Bingo, etc):**

*The raffle could be heard easily in the lounge bar area. The presenter spoke clearly and engaged the excited patrons.*

### **Superior Customer Service**

Name (or description): -

Location of Staff Member: -

Briefly describe how they were superior in their customer service / selling skills:

-



**OOPS "INSIGHT" REPORT**

**September 2012**

**Bar**

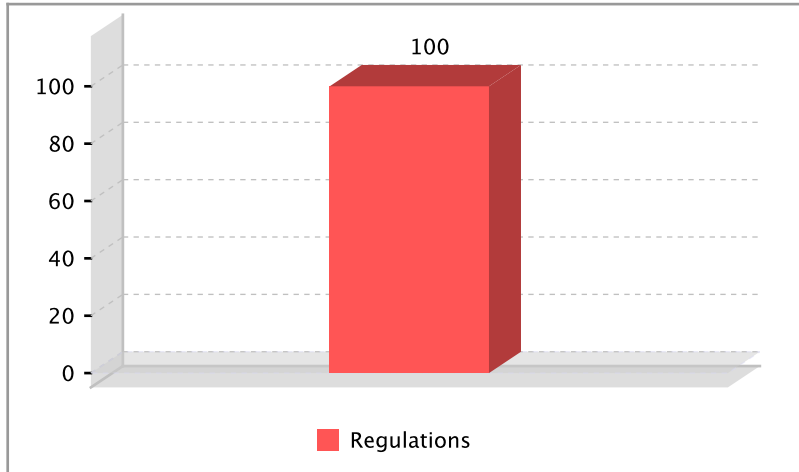
**OOPS Club**

**OOPS**

PO BOX 774, CAMDEN, NSW 2570  
Mobile: 0411 146 450

## Evaluation / Report Summary

### Regulations



Regulations - Excellent

### Staff Appearance

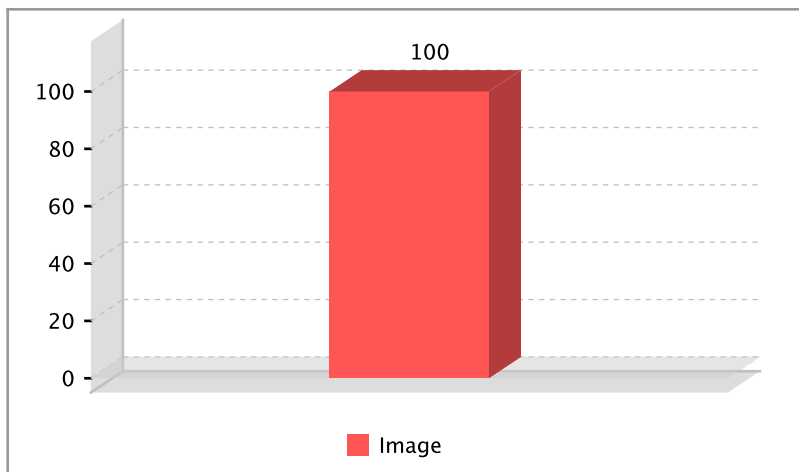


Image - Excellent

### Bar Presentation

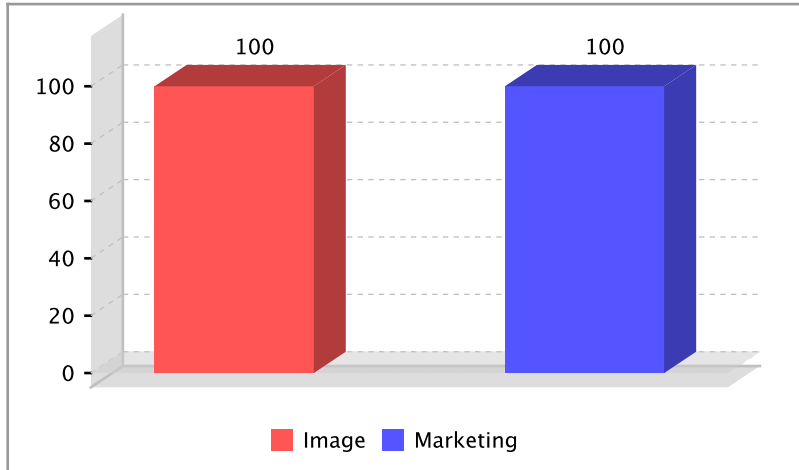


Image - Excellent  
Marketing - Excellent

### Service

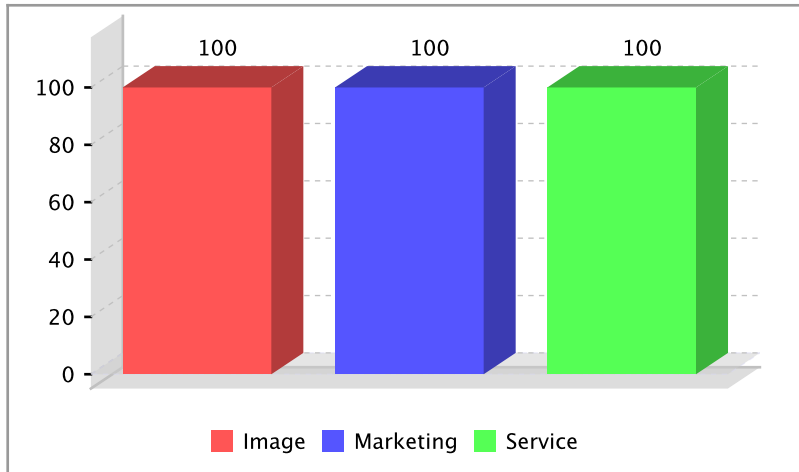


Image - Excellent  
Marketing - Excellent  
Service - Excellent

### Outside Area Presentation

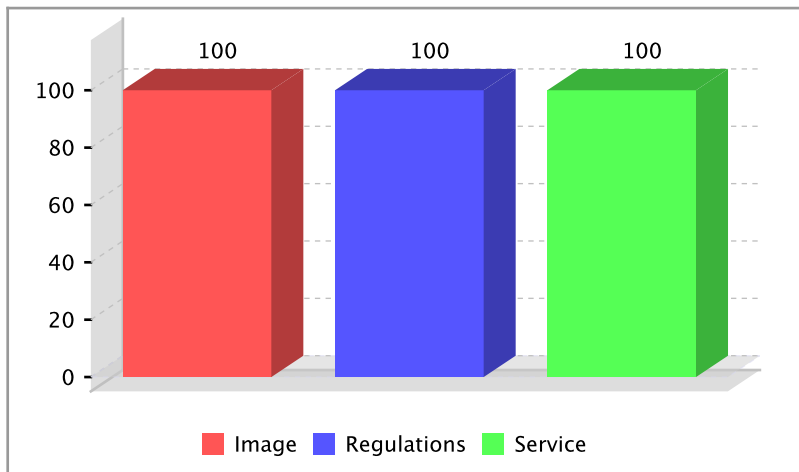
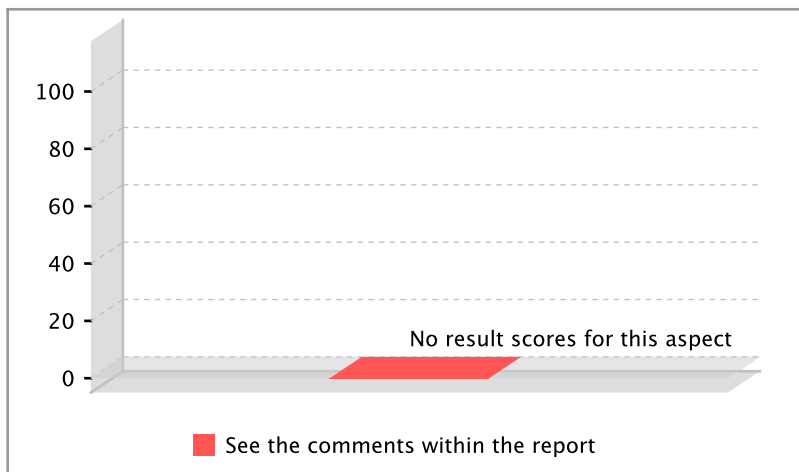


Image - Excellent  
Regulations - Excellent  
Service - Excellent

### Premises Image and Presentation





### Staff Professionalism

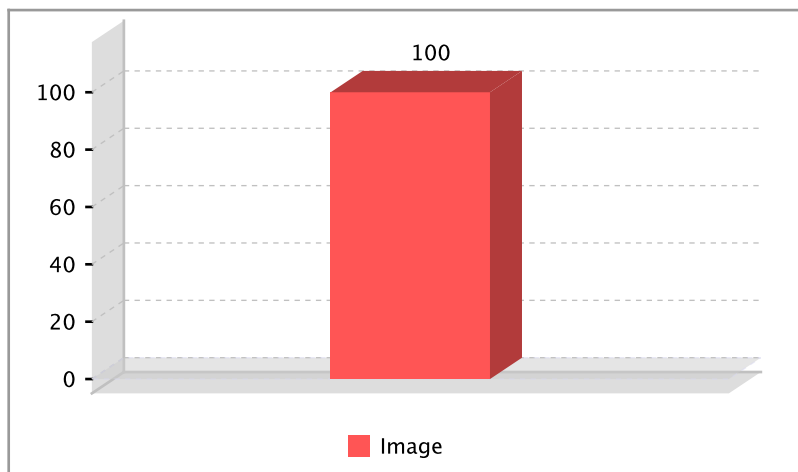
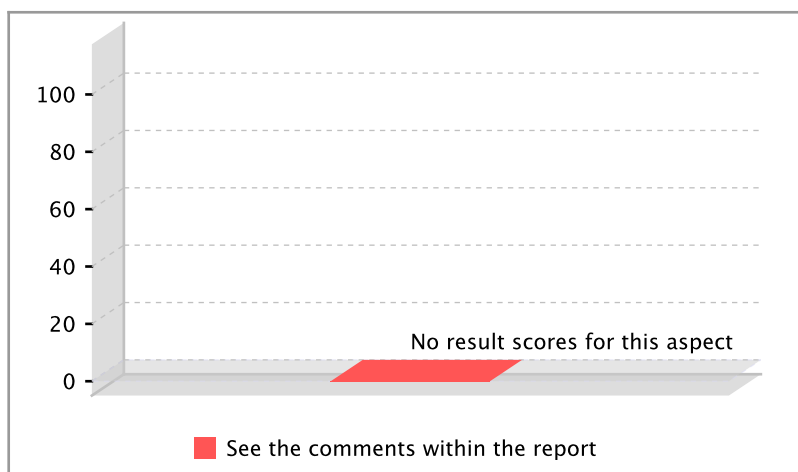


Image - Excellent

### Food Presentation



## Statistical & Graphical Analysis

**Last Report's Total:** 0

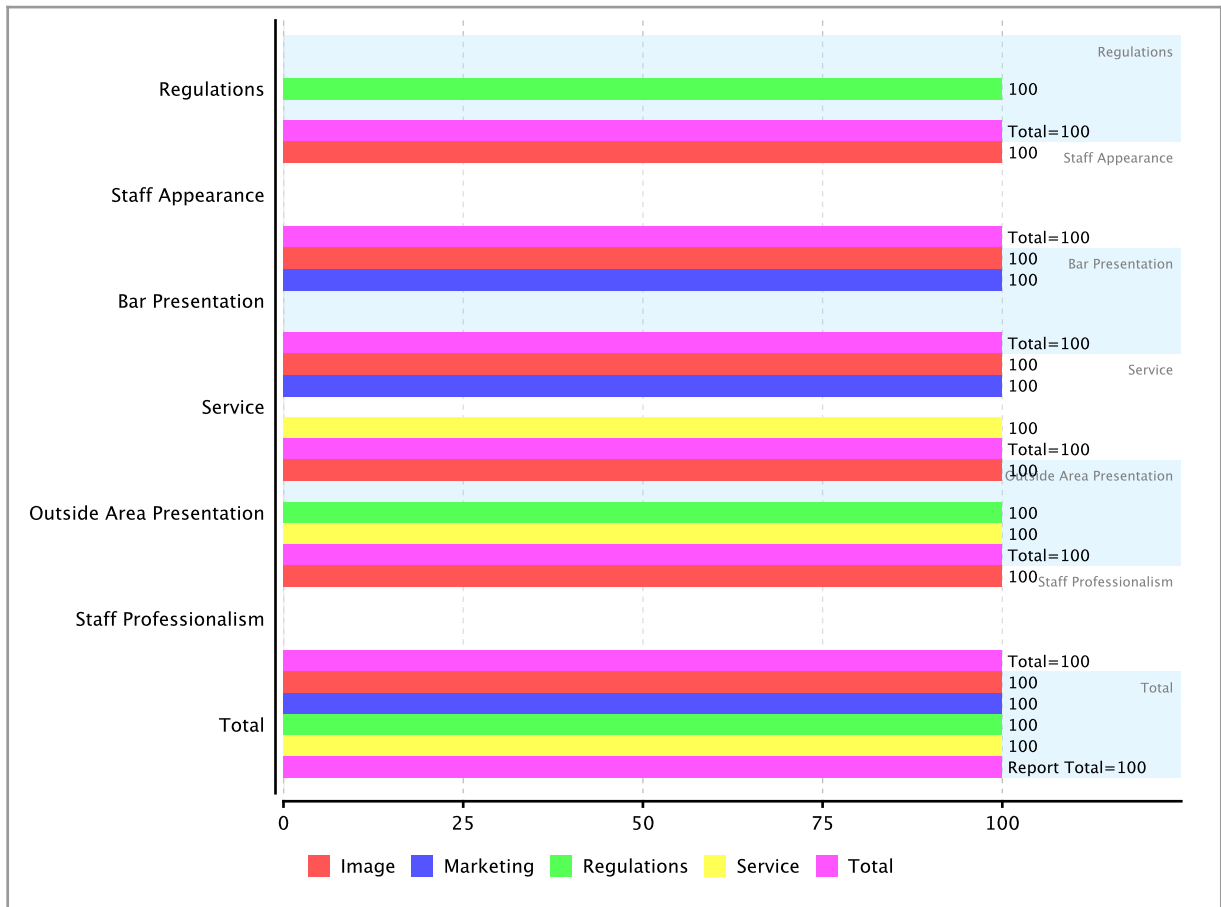


	Image	Marketing	Regulations	Service	Total
<b>Regulations</b>			100		100
<b>Staff Appearance</b>	100				100
<b>Bar Presentation</b>	100	100			100
<b>Service</b>	100	100		100	100
<b>Outside Area Presentation</b>	100		100	100	100
<b>Staff Professionalism</b>	100				100
<b>Total</b>	100	100	100	100	<b>100</b>

## Individual Question Breakdown

### Regulations

#	Type	1	2	3	4	5	6	7	8	9	10	Ave.	Question
2.	Regulations	100										<b>100</b>	Did you see any breaches of "Dress Regulation" standards? Yes (0) No (4) If there were breaches please write in comments section
3.	Regulations	100										<b>100</b>	Was "Responsible Service of Alcohol" being practiced? Yes (4) No (0)

### Staff Appearance

#	Type	1	2	3	4	5	6	7	8	9	10	Ave.	Question
5.	Image	100										<b>100</b>	Were the bar staff appropriately dressed as per Club policy?
6.	Image	100										<b>100</b>	Were the bar staff appropriately groomed as per Club policy? Name/ID (100%) Name/ID - turned round or covered up (50%) No Name/ID (0%)

### Bar Presentation

#	Type	1	2	3	4	5	6	7	8	9	10	Ave.	Question
8.	Image	100										<b>100</b>	Was the overall bar clean and organised? Yes (100%) Slight disorganisation (50%) No (0%)
9.	Image	100										<b>100</b>	Was the floor at the front of the bar clean? Yes (100%) Small amount of mess (50%) No (0%)
10.	Marketing	100										<b>100</b>	Was the advertising signage (liquor products/competitions) prominent and in good order?

### Service

#	Type	1	2	3	4	5	6	7	8	9	10	Ave.	Question
11.	Service	100										<b>100</b>	When being served at the bar were you acknowledged?  Smile and/or pleasant greeting Nod and nothing verbally
12.	Service	100										<b>100</b>	How long did you have to wait for service? Immediately (100%) Between 1 and 3 minutes (50%) Longer than 3 minutes (0)
14.	Image	100										<b>100</b>	Did the Bar person present an image of? Indifference (0) Courtesy (50%) Enthusiasm and Friendliness (100%)
15.	Service	100										<b>100</b>	When you were being served, did you feel that the staff member was focussed on you and your order?
16.	Service	100										<b>100</b>	Was your drink presented in a clean glass: not sticky or overflowing?
17.	Service	100										<b>100</b>	Was your drink placed within easy reach?
18.	Service	100										<b>100</b>	Were straws available if required?
19.	Service	100										<b>100</b>	Were clean coasters visible around the bar or tables?
20.	Service	100										<b>100</b>	Was the taste of your drink to your expectations?
21.	Service	100										<b>100</b>	Did the staff member inform you of the cost of the drink?
22.	Service	100										<b>100</b>	Was the transaction handled efficiently?
23.	Service	100										<b>100</b>	Were you thanked?
24.	Marketing	100										<b>100</b>	Were you asked for your members card or was there signage requesting you to show the card? Yes (100%)

**Service**

#	Type	1	2	3	4	5	6	7	8	9	10	Ave.	Question
25.	Marketing	100										<b>100</b>	When presenting your card with your order did the staff member call you by your name when passing back your card? No (0) N/A (100%) Yes (100%) Sir, Madam (50%) No (0)

**Outside Area Presentation**

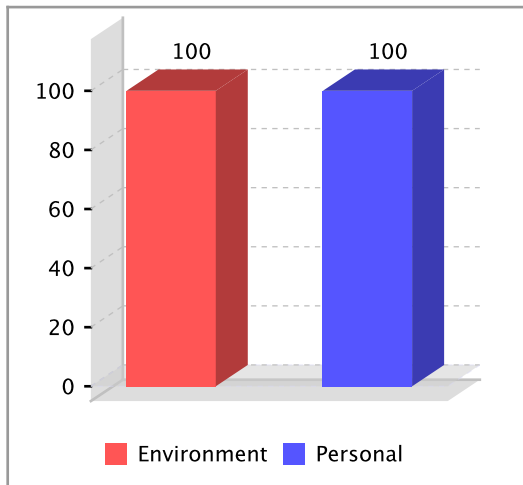
#	Type	1	2	3	4	5	6	7	8	9	10	Ave.	Question
29.	Service	100										<b>100</b>	Was access easily gained onto the outdoor area from the bar area?
31.	Regulations	100										<b>100</b>	Were the doors exiting onto the outdoor area closed at all times?
32.	Image	100										<b>100</b>	Were the tables and/or seats clean?
33.	Image	100										<b>100</b>	Were ashtrays/general rubbish and glasses cleared away?
34.	Service	100										<b>100</b>	If plasma screens were fitted, were they working? (If not fitted score 4 N/A)
35.	Service	100										<b>100</b>	Was the heating on and/or covering/shading adequate for the weather conditions?

**Staff Professionalism**

#	Type	1	2	3	4	5	6	7	8	9	10	Ave.	Question
39.	Image	100										<b>100</b>	Were the staff focussed and actively conducting their duties and responsibilities? Focused and Professional (100%) Somewhat focused (50%) Not focused or professional (e.g. personal conversations) (0)
40.	Image	100										<b>100</b>	Was there a good balance between friendliness and professionalism between staff and patrons? Yes at all times (100%) Sometimes (50%) No, staff were to personal towards patrons/chatting to other staff (0)
41.	Image	100										<b>100</b>	On completion of the transaction did the staff member bid you a friendly farewell? E.g. Thank you, enjoy your drink, etc Yes (4) No (0)

## Delivery Performance

### Image



Environment	0
Personal	0

The Image of the client is everything that Patrons come in contact with whilst attending the premises. It is broken down into two categories:

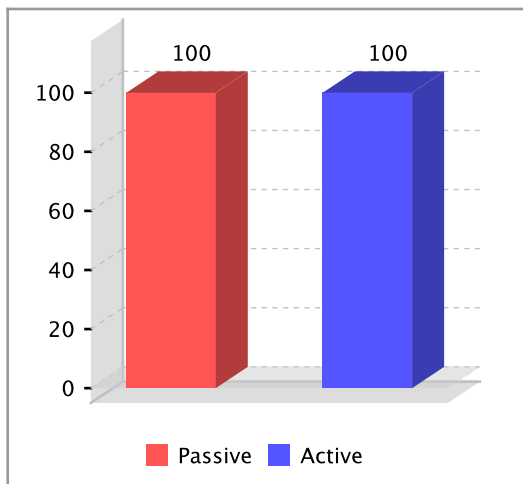
ENVIRONMENT refers to the static, dimensional systems or institutions in place (the non-contact images).

PERSONAL refers to the image-creating concepts that are influenced by the actual contact with staff.

Whilst the ratings individually provide a basis for examination, the variance (or "gap") indicates the effectiveness of the managed image as against that actualised by staff. The more extreme (usually higher) rating result indicates the beliefs reported by Mystery Snoops of the staff or the premises actually providing the basis of realised image.

The variation is the "delivery gap" and should be addressed in order to equalise. Generally, the larger the gap, the more reliant staff are on the management and the less cohesive the business appears to clients. The gap is often the difference between the "Mission" of the company and the actualisation by staff due to their beliefs, capabilities or behaviour.

### Marketing



Passive	0
Active	0

The Marketing of the premises/business is everything the Patrons are exposed to that promote the Image and Service of the Client and offer incentive to increase trade through the frequency or duration of current or future visits.

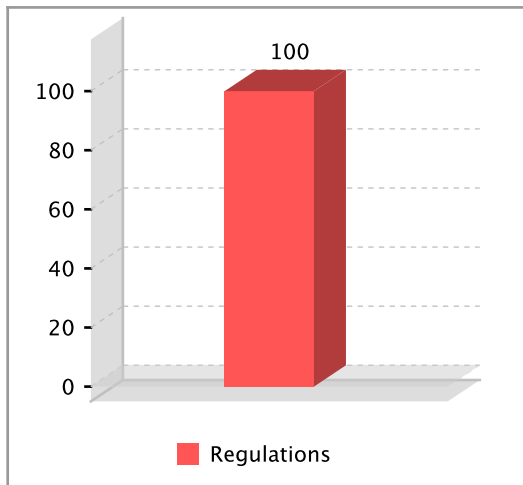
PASSIVE marketing is the static marketing through promotional boards, pamphlettes, signs, magazines, announcements, etc (all non-contact).

ACTIVE marketing is the "contact" point whereby staff and management market the premises, through welcoming, farewelling, selling the services and facilities of the premises. Contact whereby increased patronage is reminded or inspired.

The "gap" illustrates the reliance or cohesion of "staff" or the "system" to market the business internally. It is common for staff of "successful, large companies" to be reliant upon the passively marketed strategies - "who then lives up to the advertising promise?"

It is equally common for the opposite to apply, whereby motivated staff themselves promote or encourage increased trade.

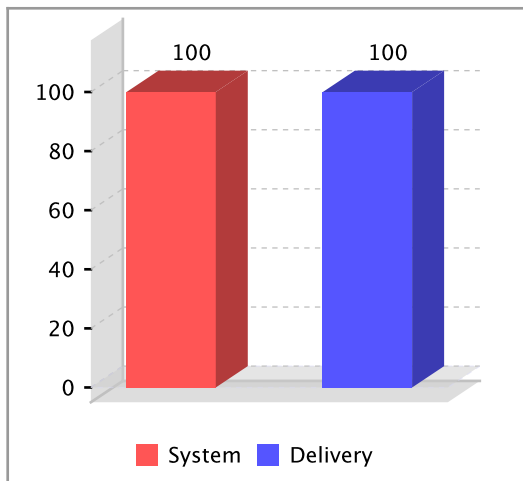
## Regulations



The Regulations of the premises/business.

Regulations

## Service



The Service of the client is everything that Patrons come in contact with whilst attending the premises that relate to the customer service aspects of the report.

SYSTEM is the internally regulated practice of the client, usually covered in Operations and Service manuals. Related to questions of objective observations - eg. was it provided? (yes/no).

DELIVERY refers to actual delivery via contact by the staff member: the image-creating concepts that are influenced by the interaction with staff. Related to subjective observations "how well"...

The ratings provide individual insights as well as relative meanings.

- Did the "system" or the "staff" actually provide the service (that impacts the patron)?
- Is there a "gap" in the service by staff, or is the system restricting their delivery?

It is wise to remember that customers are more forgiving of poor systems if the service (delivery) is good, than of the reverse. Nothing excuses poor service.

System   
 Delivery