

Measuring Patient Experiences

Your guests' experiences are driven by your team's service performance.

Freeman Group addresses the challenge this presents. Your service performance is measured through trained analysts who pose as anonymous guests. They measure your business against the specific standards of your property/properties.

Your data and results are gathered to show service trends, both positive and negative, and can be used to compare performance against the agreed upon standards, past results, your competition, and industry norms.

The data gathered from measuring your team's service performance enables you to focus training where the largest needs occur and create a highly efficient overall system.

The advantages of Freeman Group Mystery Shops are:

- ◆ Multiple online reporting options
- ◆ Web-based program backed by an extensive database
- ◆ Customized surveys
- ◆ Standards of performance based
- ◆ Quantifiable results
- ◆ Objective data
- ◆ Procedural recommendations
- ◆ Training focused
- ◆ Targeted training direction

Overall Average							
Sec #	Section	All Questions (Including GC)			Current Shop		
		Overall Weightings	Positive Weightings Obtained	Overall %	Overall Weightings	Positive Weightings Obtained	Overall %
		87%	165	140	85%	87%	
		85%	275	240	87%	85%	
		95%	300	285	95%	95%	
		92%	170	150	80%	92%	
		92%	645	610	95%	92%	
		94%	145	135	93%	94%	
		93%	60	60	100%	93%	
		83%	50	45	90%	83%	
		100%	0	0	0%	100%	
		92%	1010	1055	92%	92%	

Front Desk Check-in - 72%						
Day/Date: Friday, July 22, 2011						
Time: 1:31 PM						
Front Desk Staff: Shilu						
Bell Staff: N/A						
Standard	PV	Y	N	NA	SD	GC
1. Guest acknowledged with eye contact and smile even if in line	5	X			AAA, R	Y
2. Guest waited in line for no longer than 5 minutes	5	X			T, TL	Y
3. Front desk was staffed according to standard	5	X			T	Y
4. Staff spoke first and greeted guests with a welcoming comment	5	X			AAA, D	Y
5. Staff verified guest's name and used it during interaction	5	X			N/A, B	Y
6. Registered guests were not asked for duplicate information	1		X		AAA, I	
7. Staff engaged guest in conversations while completing the transaction	5	X			B, TL	Y
8. Credit established and cards returned automatically	3	X			T	
9. Key packet was presented, floor level was indicated, and other collateral information within the packet was explained	3	X			T	
10. Room number was discreetly provided to guest	3	X			AAA, SS, T, TL	
11. Registration procedure accurately completed within 5 minutes	5	X			T	Y
12. If room was not ready, options were provided and paper offered to guest's luggage	3		X		T	
13. If the room was not ready, the guest's cell phone number was requested so that staff could call when the room was ready	3		X		T	
14. Staff inquired if assistance was needed with luggage	3		X		AAA, T	
15. Staff gave directions to room, if no bell person present	3		X		U, T	
16. If bell person present, guest introduction made	3		X		B, T	
17. Room available by stated check-in time	5	X			T	Y
18. Staff spoke last, offered a parting remark and extended thanks	5	X			AAA, B	Y
19. Staff maintained focus on guest, was not distracted	5	X			B	Y
20. Staff did not engage speaker or engage in personal conversation with other staff, no horsingplay	5	X			(B)	Y
21. Staff used guest's preferred name, no trailing was present	5	X			AAA, U	Y
22. Staff did not eat, drink, smoke, or check gum	5	X			B, T	Y
23. Staff did not keep hands in pockets, arms folded or slouched	1	X			(B)	

Standard	PV	Y	N	NA	%
1. Guest acknowledged with eye contact and smile even if in line	5	Y	2	3	40
2. Guest waited in line for no longer than 5 minutes	5	Y	4	0	100
3. Front desk was staffed according to standard	5	Y	5	0	100
4. Staff spoke first and greeted guests with a welcoming comment	5	Y	3	2	60
5. Staff verified guest's name and used it during interaction	5	Y	3	2	60
6. Registered guests were not asked for duplicate information	1		4	0	100
7. Staff engaged guest in conversations while completing the transaction	5	Y	1	4	20
8. Credit established and cards returned automatically	3		5	0	100
9. Key packet was presented, floor level was indicated, and other collateral information within the packet was explained	3		5	0	100
10. Room number was discreetly provided to guest	3		5	0	100
11. Registration procedure accurately completed within 5 minutes	5	Y	5	0	100
12. If room was not ready, options were provided and paper offered to guest's luggage	3		0	0	5
13. If the room was not ready, the guest's cell phone number was requested so that staff could call when the room was ready	3		0	0	5
14. Staff inquired if assistance was needed with luggage	3		0	4	10
15. Staff gave directions to room, if no bell person present	3		4	0	100
16. If bell person present, guest introduction made	3		4	0	100
17. Room available by stated check-in time	3		1	1	30
18. Staff spoke last, offered a parting remark and extended thanks	5	Y	5	0	100
19. Staff maintained focus on guest, was not distracted	5	Y	3	2	60
20. Staff did not engage speaker or engage in personal conversation with other staff, no horsingplay	5	Y	3	2	60
21. Staff used guest's preferred name, no trailing was present	5	Y	5	0	100
22. Staff did not eat, drink, smoke, or check gum	5	Y	4	1	80
23. Staff did not keep hands in pockets, arms folded or slouched	1		5	0	100