

WHY GOODWIN

DEDICATED MANAGER

As a client, your mystery shopper program will be assigned a dedicated client manager to handle all your specific needs.

DEPTH OF EXPERTISE

We have been in the hospitality business for over 20 years. The breadth of expertise of our team gives you the manpower and knowledge required to effectively manage your program.

TESTIMONIAL

"Our desire to have great food and service is not enough. We train for it daily and needed the ability to measure it in some way. Using the Mystery Shopper Program has improved our service and effectively completed our desired 360-degree comprehensive training and evaluation program. Our employees like the feedback as they are recognized for a job well done. The results of the program are great service and a much better experience than before the mystery shops."

-GM, Flatbread Company

SHOP REPORTING MADE EASY



Launching and managing a mystery shopper program is the first step in ensuring your customers have a great experience with your brand every time. An effective mystery shopper program also provides insight into operational compliance across locations. All this critical data is collected and uploaded in our online reporting platform for you to access anytime.

Goodwin Hospitality's mystery shopper program reporting provides both granular detail on specific visits, as well as trending and benchmarking data so you can see how locations perform over time. View detailed responses from shoppers for specific days and times, or compare questions across locations to ensure standards are met.

The platform is customized to your tailored survey questionnaire, and access is role-based allowing for your organization's hierarchy to be maintained. Users only see what their permissions allow them to see. Unlimited access, number of users and all customizations are included in your overall mystery shopper program.

FEATURES & BENEFITS

- Easy access to all data gathered and audited by Goodwin Hospitality.
- Single reporting platform for all services, including mystery shopping, field audits, guest surveys and more.
- Access levels and permissions based on your organization's hierarchy.
- Email notifications of all newly complete reports for all services.
- Hosted in secure, encrypted environment to maintain highest level of data integrity.

AVAILABLE REPORTS

- Trends
- Overall Scores
- Score Summary
- Location Ranking
- Section Location Ranking
- Media Gallery
- Missed Report
- Question Comparison
- Section Comparison