

# CUSTOMER EXPERIENCE ASSESSMENT REPORT

## Chicken Land

**CHICKEN LAND MAIN RD**

**CHICKEN LAND MAIN RD TAKE-AWAY EXPERIENCE V2.2**

**27 NOVEMBER 2009**

**OVERALL SCORE ACHIEVED**

**57%**

**QUICK SUMMARY #1: TOUCHPOINTS**

ARRIVAL	100%
QUEUING	100%
WELCOME AT THE COUNTER	86%
ORDER TAKING	47%
PAYMENT	59%
TOILETS	20%
WAITING PERIOD	25%
MANAGER ENGAGEMENT	71%
RECEIVING ORDER	67%
FAREWELL AND DEPARTURE	25%
CONSUMPTION	63%

**QUICK SUMMARY #2: CATEGORIES**

BRAND[BR]	86%
CLEANLINESS[CL]	56%
SERVICE[SE]	53%
ENHANCER[EN]	33%
UPSELLING[UP]	0%
ACCURACY[AC]	67%
PRODUCT[PR]	100%

<b>KEY</b>	✓	YES	✗	NO	*	NOT APPLICABLE(NA)
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1	<b>ARRIVAL 17/17</b>		Yes/No/NA	Weight	Achieved
1.1		Please state date & time of visit. <i>Sunday, the 22nd of November 2009, at 13h35.</i>	*		
1.2		Please state level of trade on arrival (Busy/ Moderate/ Slow) <i>Moderate.</i>	*		
1.3	BR	Was the store open as per the stated trading hours?	✓	5	5
1.4	CL	Was the entrance clean?	✓	10	10
1.5	BR	Was the branded Chicken Land's floor mat at the door in good repair (not faded)	✓	2	2
1.6	CL	Was the outside seating area clean and set up (weather permitting and if applicable)?	*		
1.7		If not, please explain.	*		

2	<b>QUEUING 10/10</b>		Yes/No/NA	Weight	Achieved
2.1		Please state queueing time. <i>When I arrived, I walked straight up to the Counter.</i>	*		
2.2	SE	Did you reach the counter within 5 minutes?	✓	10	10
2.3	SE	If more than 5 minutes, was there some form of communication / acknowledgement of you?	*		
2.4	SE	Whilst you were queueing, did the queueing appear organised?	*		
2.5	SE	If you observed or were with someone requiring special service (small kids/senior citizen/special needs i.e. someone with crutches) was it offered?	*		

3	<b>WELCOME AT THE COUNTER 30/35</b>		Yes/No/NA	Weight	Achieved
3.1		Please state number of tills open. <i>Two.</i>	*		
3.2	SE	Were you greeted verbally in a friendly manner, within 5 seconds, of your arrival at the counter?	✗	5	0
3.3	SE	Did the Cashier display positive body language (eye contact/ smile/ upright posture/ no chewing gum)?	✓	20	20
3.4	BR	Was the Cashier wearing a clean uniform?	✓	5	5
3.5	BR	Were all visible uniform items (shirt/jersey/headgear) branded with Chicken Land's logo?	✓	5	5
3.6		Please state the name of the Cashier. <i>Elizabe.</i>	*		

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3	<b>WELCOME AT THE COUNTER 30/35</b>	Yes/No/NA	Weight	Achieved
	<i>Elizabe looked a bid serious and only smiled when I smiled at her.</i>			

4	<b>ORDER TAKING 35/75</b>		Yes/No/NA	Weight	Achieved
4.1	EN	Was the counter free of clutter?	✓	5	5
4.2	SE	Was your order taken in a polite, friendly (with a smile) & efficient manner?	✓	10	10
4.3	SE	As you placed the order, were the individual items repeated to you?	✓	5	5
4.4	SE	If ordering quarter chicken on the bone, were you offered a choice of cut (leg or breast)?	*		
4.5	SE	Were you offerered a choice of flavours; mediterranean, lemon and herb, mild, hot?	✓	5	5
4.6	UP	Were any other items upsold to you when placing your order (side orders / desserts / promotions)?	✗	30	0
4.7	UP	Were you offered a buddy sized soft drink?	✗	10	0
4.8	SE	If ordering a meal similar to the promotion, was the promotion mentioned as an alternative?	*		
4.9	AC	Were all items that you ordered available?	✓	5	5
4.10	SE	Was the entire order repeated back to you?	✓	5	5
4.11		Please state what was ordered. <i>Festive meal and Corn.</i>	*		

5	<b>PAYMENT 40/68</b>		Yes/No/NA	Weight	Achieved
5.1	SE	Was it determined whether the order was for eat in or take away?	✓	5	5
5.2	SE	Was the total amount owed verbally communicated to you in accordance with the amount that displayed on the cash register?	✓	5	5
5.3	SE	Was the amount tendered repeated by the Cashier on receipt (cash)?	✓	5	5
5.4	SE	Were you thanked when handing the staff member your money or credit card?	✓	5	5
5.5	AC	Was the change tendered announced and correct, and were you thanked again?	✓	5	5
5.6	SE	If paying by credit card, was the transaction completed professionally (clean & working pen, credit card machine in working order, polite request to sign)? <i>There was a problem with the machine.</i>	✗	5	0
5.7	SE	When the card was returned to you, were you addressed by name or sir/madam?	✗	5	0
5.8	SE	Did you receive a receipt?	✓	5	5
5.9	AC	Was the receipt 100% correct?	✓	10	10
5.10		Please state discrepancies.	*		
5.11	SE	If there was going to be a delay longer than 8 minutes, were you informed ahead of time?	✗	8	0
5.12	SE	IF BUZZER SYSTEM: Were you offered a buzzer and was it explained how the system works?	*		
5.13	SE	IF NO BUZZER SYSTEM: Was your take away order no. circled on the receipt and given explanation of next steps?	✗	5	0
5.14	SE	If available and not full, were you offered a seat in the waiting area / restaurant?	✗	5	0

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5	PAYMENT 40/68		Yes/No/NA	Weight	Achieved
		<i>There was a problem with my Nedbank debit card. I was a bit irate as the machine kept on saying that my card was invalid. I explained that I used my card a few minutes before at another retail outlet and there was nothing wrong. She called the Patrao and he also tried to swipe my card to no avail.</i>			

6	TOILETS 5/25		Yes/No/NA	Weight	Achieved
6.1	CL	Was there an up to date cleaning checklist?	✗	5	0
6.2	CL	Were the toilets clean?	✗	5	0
6.3	CL	Were the toilets fresh smelling?	✗	5	0
6.4	CL	Were the toilets adequately stocked?	✓	5	5
6.5	CL	Were all fixtures, fittings and equipment in a state of good repair?	✗	5	0

7	WAITING PERIOD 10/40		Yes/No/NA	Weight	Achieved
7.1	SE	Was your order ready within 8 minutes of placing order, or alternate specified time?	✗	5	0
7.2	SE	If there was a delay, were you offered an explanation, apology and new delivery time?	✗	5	0
7.3	CL	Did the store appear clean and tidy (including floor and tables)?	✓	10	10
7.4	EN	If kids, were balloons offered?	✗	5	0
7.5	EN	Was there music being played in the store?	✗	5	0
7.6	BR	Were all front of house staff wearing name badges?	✗	10	0

8	MANAGER ENGAGEMENT 50/70		Yes/No/NA	Weight	Achieved
8.1	BR	Was the Patrao seen to be actively involved with the running of the store in either the Sit-down area or at the Front Counter Area during the visit?	✓	30	30
8.2	BR	Was the Patrao wearing a name badge?	✓	10	10
8.3		Please state name of junior, assistant or senior Patrao. <i>Panache</i>	*		
8.4	SE	Was the Patrao friendly & hospitable? <i>A bit serious.</i>	✗	10	0
8.5	SE	Was the Patrao behaving in a professional manner at all times during your visit?	✓	10	10
8.6	SE	If you experienced a problem, was it dealt with professionally? <i>There was a problem with the card machine that Panache did not rectify.</i>	✗	10	0

9	RECEIVING ORDER 10/15		Yes/No/NA	Weight	Achieved
9.1	SE	IF NO BUZZER SYSTEM: Were order numbers called in a loud and clear voice?	✓	5	5
9.2	SE	IF BUZZER SYSTEM: Were you requested to hand the buzzer back?	*		
9.3		Please state name of staff member who checked and handed you your order. <i>Desiree.</i>	*		
9.4	SE	Was your order checked item by item against the slip?	✗	5	0
9.5	SE	If discrepancy, was it handled professionally?	*		
9.6	BR	Was the order placed in Chicken Land's branded packaging?	✓	5	5

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10		FAREWELL AND DEPARTURE 5/20	Yes/No/NA	Weight	Achieved
10.1	SE	On departing, were you acknowledged with positive body language by any staff?	✗	5	0
10.2	SE	Were you thanked?	✓	5	5
10.3	SE	Were you wished an enjoyable day/evening/meal?	✗	5	0
10.4	SE	Were you invited to return?	✗	5	0

11		CONSUMPTION 25/40	Yes/No/NA	Weight	Achieved
11.1	AC	Was the order correct?	✗	10	0
11.2	SE	Were hot and cold items packed seperately?	✱		
11.3	PR	Were the sizes consistent with your expectations of previous Chicken Land's orders?	✓	5	5
11.4	PR	Was the food at the correct temperature (be reasonable)?	✓	5	5
11.5	SE	Was the order accompanied by the correct cutlery & napkins? <i>Only napkins.</i>	✗	5	0
11.6	PR	Were appropriate condiments provided with your order?	✓	5	5
11.7	PR	Was the food prepared as per customer requirement (Please note that this does not apply to the actual taste, i.e. hot, mild, etc)?	✓	5	5
11.8	PR	Were all items within their expiry dates, if applicable?	✱		
11.9	PR	Was all food fresh?	✓	5	5
11.10	PR	Did you enjoy your Chicken Land's meal? <i>The Chicken was burnt and dry.</i>	✗	0	0

On considering your overall experience at Chicken Land during this visit:	
Was there anything specific that enhanced your experience?	<i>I thought the Cashier, Ntoshe, was friendly and warm when I noticed her interactions with Customers.</i>
Was there anything specific that detracted from your experience?	<i>The issue with my card, the disgusting state of the toilets and the quality of the meal.</i>
Would you recommend this Chicken Land's store?	<b>Never</b>