

DATA QUEST

MYSTERY GUEST PROPERTY AUDITS

MEASURE THE GUEST EXPERIENCE

Whether preparing for a corporate audit or simply seeking a qualified, independent Customer Service evaluation, Data Quest's Mystery Guest Property Audits will identify service weaknesses and confirm compliance to brand standards. Our intelligence gathering will let you know if associates are following the protocols to which they have been trained.

Our Mystery Guest checks into the property for one night and discreetly surveys various departments to ensure consistent, quality service. These quality assurance evaluations are performed anonymously and provide management with insightful and meaningful data to correct service failures and prepare for a corporate audit.

EXPERIENCED – SINCE 1981

Since 1981, the agency has provided the hospitality industry with elite information gathering, loss prevention & detection expertise nationwide. Experienced and successful

BENEFITS

- Obtain independent, unbiased guest feedback
- Identify service weaknesses
- Identify associates deserving of rewards or recognition
- Test compliance to corporate brand standards
- Maintain your company's positive brand image and build brand loyalty
- Ensure associates are performing upselling strategies
- Elevate your property above the competition
- Increase the likelihood that your guests will return to the property and recommend to others
- Identify areas where new procedures and/or additional training can improve your bottom line



with union hearings and arbitrations, Data Quest supports its investigative findings and Mystery Guests are available for testimony, if necessary.

The agency's network of carefully screened Mystery Guests reside throughout the United States and is comprised of individuals with diverse demographic backgrounds.

Data Quest is a licensed, insured and bonded agency, as well as an active member of MSPA-NA (formerly Mystery Shopping Providers

Association), the trade association representing the customer experience industry throughout North America.

COMPREHENSIVE & ACCURATE REPORTING

- Quick report turnaround
- Online reporting with 24/7 secure web-based dashboard access
- Performance standards checklist with quantitative results by department
- Customizable questionnaires to meet a property's specific policies and brand standards
- Narrative responses to support positive and derogative findings

MSPA NORTH AMERICA
MYSTERY SHOPPING PROVIDERS ASSOCIATION

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RESULTS ANALYSIS

Data Quest's quantitative results provide the opportunity for further analysis via graphs, charts and survey trending. Data collected during audits can be compared, contrasted and ranked over specific time periods chosen by our clients. This allows clients an easy manner in which to track data at all levels within the organization for performance feedback and coaching.

PRICING

Data Quest's standard Mystery Guest Property Audit is designed to include evaluations of the core departments which a guest is typically exposed to during an overnight stay.

Whether your property is a large resort, branded or chain hotel, independent concept, or small bed and breakfast, Data Quest can create a tailored evaluation to meet your exact service goals and standards.

A Data Quest Mystery Guest Property Audit includes the checked services below. A property can customize its own survey by selecting additional service areas for a \$25.00 (per service area) fee.

DATA QUEST MYSTERY GUEST PROPERTY AUDIT

■ Reservations	■ In Room Directory Services	■ Mobile Check In App Test
■ Valet Parking	■ Message Center	■ Business Center
■ Self-Parking / Hotel Garage	■ Wake Up Call Service	■ Exercise Facility
■ Hotel Shuttle	■ Housekeeping	■ Spa
■ Bell Services ✓	■ Special Request ✓	■ Golf Course
■ Concierge	■ Turn Down Service	■ Restaurant Audit (select one) ✓
■ Front Desk Check In ✓	■ Room Service (select one) ✓	■ Breakfast
■ Guest Room Inspection ✓	■ Morning Test	■ Lunch
■ Public Areas Inspection	■ Afternoon Test	■ Dinner
■ Guest Request	■ Evening Test	■ Bar/Lounge Audit
■ Engineering Guest Request ✓	■ Gift Shop	■ Front Desk Check Out ✓
■ Safety/Security Test ✓	■ Coffee Shop	

All expenses incurred during a Mystery Guest Property Audit are charged to the guest room. Payment is made using a credit card and the property is responsible for crediting the charges once the final report is submitted. Data Quest will submit an invoice which will include the flat audit fee plus any cash expenditures, such as tips, for reimbursement.

- No travel and/or mileage charges
- No monthly minimums
- Cancel with 30 days' advance written notice

PROGRAM FEE DISCOUNTS

- 5% Monthly
- 10% Bi-Weekly (2x/Month)
- 15% Weekly (1x/Week)

For more information about Data Quest's Mystery Guest Property Audits, contact 617.437.0030 x 120 or info@dataquest.co.



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