



HARNESSING THE POWER OF FEEDBACK

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GUEST EXPERIENCE SURVEY

The magic of the one-question customer survey is in:

(1) the exact phrasing of the question, and (2) the timing

Ideally, you should get feedback from you customers as soon as possible—preferably before they leave your venue.

Alternatively, you could deliver this survey on-line, but the chances that guests will actually complete it are greatly diminished, and you'll lose the benefit of their IMMEDIATE feelings about their experience.

Name (optional) _____ Visit date: _____

Based on your recent experience, on a scale of 1 – 10 (with 10 being the highest), please tell us how likely you are to recommend us to your friends, family or colleagues.

(not likely)

(extremely likely)

1	2	3	4	5	6	7	8	9	10
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In a sentence or two, please let us know why you gave the score above.

THANKS FOR TAKING THE TIME TO COMPLETE THIS SURVEY!

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Tips for your survey design:

- Use your branding
- Make it easy for guests to complete
- (Optional) Guest name
- (Optional) Date
- Use a numbering system

Using a date or some variation on some style variation (color, design) would be helpful if you're gathering data for a particular day, time or event.

The numbering system is a simple tool to keep your staff honest.
(It's not uncommon for unfavorable comments to disappear).

HARNESSING THE POWER OF FEEDBACK

USING THE NET PROMOTER SCORE (NPS)



The net promoter score will tell you:

- How effective are we at building loyalty?
- Are we really delivering a remarkable experience for our guests?
- Will our customers be brand ambassadors for us—or are they left with a lukewarm feeling?

Promoters	Neutrals / Passive	Detractors
Score 9 - 10	Score 7 - 8	Score 1 - 6
<ul style="list-style-type: none">• They love it!• They are your brand ambassadors• Loyal to YOU• You nailed it!	<ul style="list-style-type: none">• They liked it - but didn't love it• Could just as easily spend time/money somewhere else• A bit fickle	<ul style="list-style-type: none">• Not satisfied with the experience• Range for horrible to "meh"• Ouch

CALCULATING YOUR NET PROMOTER SCORE

1. Add up all surveys received over a given period of time (week/ month etc.)
2. Identify the numbers of responses for each of the following categories:
 - a. Promoters (P) - those that scored a 9 or a 10
 - b. Neutral (N) - those that scored a 7 or 8
 - c. Detractors (D) - those that scored 6 or less
3. Now complete the equation $\%P - \%D = NPS$

EXAMPLE: Let's see how this would look with an example using 10 as a nice, round number. You've collected surveys from 10 guests and tallied the scores:

TYPE	SCORE	# OF RESPONSES	PERCENTAGE
PROMOTERS (P)	9, 10	4	40%
NEUTRAL (N)	7, 8	4	40%
DETRACTORS (D)	1- 6	2	20%
		Total Responses: 10	100%

PLUG YOUR NUMBERS INTO THIS FORMULA: **%P - %D = NPS**

Start with the Promoters:	40%
Subtract the Detractors:	<u>-20%</u>
Total (Our NPS)	20%



Below 30%
BAD



30-50%
OKAY



50%+
GOOD!

On the last page, you'll find some sample scores from two venues. Use them to practice getting the NPS scores. We'll even give you the results so you can see how you did!

Venue 1: **24%** Venue 2: **57%**

ABOUT BARMETRIX

Barmetrix is a global hospitality consulting and coaching business that specializes in helping bar and restaurant operators run more profitable businesses.

We focus on the following areas:

- Reducing Beverage Costs
- Reducing Food Costs
- Enabling Bar Staff to Maximize Revenue Behind the Bar
- Management & Leadership Coaching
- Bar and Restaurant Growth & Scalability
- Educational Based Seminars & Workshops

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EXERCISE: CALCULATING NPS

Exercise: The following lists contain results from 2 venue surveys. Use the NPS formula to calculate the NPS for each.

VENUE SURVEY 1	NPS SCORE		VENUE SURVEY 2	NPS SCORE
Guest 1	10		Guest 1	9
Guest 2	7		Guest 2	9
Guest 3	8		Guest 3	10
Guest 4	8		Guest 4	8
Guest 5	9		Guest 5	10
Guest 6	7		Guest 6	7
Guest 7	6		Guest 7	9
Guest 8	8		Guest 8	9
Guest 9	9		Guest 9	9
Guest 10	9		Guest 10	8
Guest 11	10		Guest 11	10
Guest 12	10		Guest 12	10
Guest 13	6		Guest 13	7
Guest 14	8		Guest 14	9
Guest 15	3		Guest 15	6
Guest 16	10		Guest 16	9
Guest 17	9		Guest 17	8
Guest 18	8		Guest 18	10
Guest 19	6		Guest 19	9
Guest 20	9		Guest 20	9
Guest 21	8		Guest 21	10
Guest 22	8		Guest 22	8
Guest 23	9		Guest 23	10
Guest 24	7		Guest 24	7
Guest 25	6		Guest 25	9
Guest 26	9		Guest 26	6
Guest 27	10		Guest 27	10
Guest 28	10		Guest 28	9
Guest 29	8		Guest 29	5
Guest 30	5		Guest 30	9

NPS =

NPS =