



## TEMPLATE - RESTAURANT - FINE DINING with SOMMELIER

Location: **⚠️ Invalid Location: Cannot be blank**  
Shopper: dhartsfi2      Hartsfield, Dacey [ID: 444143]  
Date:  /  /  **⚠️ Invalid Date: Cannot be blank**  
Time:  :  **⚠️ Invalid Time: Cannot be blank**



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888.750.8585

AboutFace goes the extra mile to provide quality data to our clients. In an effort for us to approve and process your report promptly, please make sure you have included all of the following when submitting your evaluation:

- Date and time listed on top of report is the date and start time of the on-site evaluation
- Name of Telephone Representative
- Name of Bartender
- Purchase of AT LEAST two alcoholic drinks
- Evaluation conducted during required date/timeframe
- ALL "No" answers explained in comments
- Receipt uploaded to report
- Report submitted by midnight on day of evaluation

Failure to provide the above items may result in a \$5 penalty if your report can not be submitted without being returned for clarification. All missing POV's are subject to a \$2 processing fee, and evaluator grading may be impacted.

(required)

I verify that I understand all of the above

## TELEPHONE EXPERIENCE

**i** This section assesses the manner in which the telephone representative handled your call.

### TE

**i** **SHOPPER:** A detailed narrative is mandatory for each comment box. Please provide complete details.

**Telephone Representative's Name:** (required)

1. **URGENCY: Was your call answered within three rings?** (required)

N/A  Yes  No

2. **GREETING: Did you receive an enthusiastic, friendly greeting?** (required)

N/A  Yes  No

Please explain this section's answers here:

## ENVIRONMENT/ATMOSPHERE

 This section assesses the condition of the restaurant's exterior and interior areas.

### Exterior

1. **PARKING: Was the parking lot safe, well lit and easy to access?** (required)

N/A  Yes  No

2. **SIGNAGE(EXT): Did the exterior signage:**

A. **Look professional and appealing?** (required)

N/A  Yes  No

B. **Make it easy for you to locate the restaurant?** (required)

N/A  Yes  No

Please explain this section's answers here:

### Interior

1. **FOYER: Was the foyer/lobby area clean and inviting?** (required)

N/A  Yes  No

2. **DINING AREA: Were the dining areas clean and free of litter?** (required)

N/A  Yes  No

3. **BAR: Was the bar/lounge area clean and inviting?** (required)

N/A  Yes  No

4. **RESTROOMS: When you visited the restrooms:**

A. **Did they appear clean and routinely cared for?** (required)

N/A  Yes  No

B. **Were there adequate supplies?** (required)

N/A  Yes  No

5. **FURNISHINGS: Were ledges, walls, decorations and air vents clean and free of dust?** (required)

N/A  Yes  No

6. **COMFORT: Was the overall environment comfortable in terms of:**

A. **Temperature?** (required)

N/A  Yes  No

B. **Music selection and volume?** (required)

N/A  Yes  No

C. **Lighting?** (required)

N/A  Yes  No

Please explain this section's answers here:

## VALET HOSPITALITY

 This section assesses the job competencies demonstrated by the valet(s) who assisted you.

### Attitude

Arrival Valet's Name:

**Arrival Valet's Description:**

- A. Gender: (required)  Male  Female
- B. Height (required)  Short  Average  Tall
- C. Hair Length (required)  Short  Medium  Long  None
- D. Hair Color: (required)  N/A  Brown  Black  Grey  Red  Blonde  Other
- E. Glasses? (required)  Yes  No
- F. Other Descriptor: (required)

- 1. GREETING: Did you receive a courteous and enthusiastic greeting from the valet? (required)  N/A  Yes  No
- 2. APPRECIATION: Did he/she thank you or offer any remark of appreciation? (required)  N/A  Yes  No

Please explain this section's answers here:

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**Professionalism**

- 1. URGENCY: Did a valet approach you within one minute of your arrival? (required)  N/A  Yes  No
- 2. GROOMING: Was the valet:
  - A. Well groomed and appropriately dressed? (required)  N/A  Yes  No
  - B. Wearing a nametag? (required)  N/A  Yes  No
- 3. FOCUS: Did he/she seem focused and give you personalized attention? (required)  N/A  Yes  No

Please explain this section's answers here:

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**Attitude**

Departure Valet's Name:

**Departure Valet's Description:**

- A. Gender: (required)  N/A  Male  Female
- B. Height: (required)  N/A  Short  Average  Tall
- C. Hair Length: (required)  N/A  Short  Medium  Long  None
- D. Hair Color: (required)  N/A  Brown  Black  Grey  Red  Blonde  Other
- E. Glasses? (required)  N/A  Yes  No
- F. Other Descriptor

- 1. GREETING: Did you receive a courteous and enthusiastic greeting from the valet? (required)  N/A  Yes  No
- 2. APPRECIATION: Did he/she thank you or offer any remark of appreciation? (required)  N/A  Yes  No

Please explain this section's answers here:

## Professionalism

1. **URGENCY: When you asked for your vehicle, was it retrieved promptly?** (required)

N/A  Yes  No

Please indicate the number of minutes from the time you requested your vehicle until it was ready:

2. **GROOMING: Was the valet:**

A. **Well groomed and appropriately dressed?** (required)

N/A  Yes  No

B. **Wearing a nametag?** (required)

N/A  Yes  No

3. **FOCUS: Did he/she seem focused and give you personalized attention?** (required)

N/A  Yes  No

Please explain this section's answers here:

## COATROOM ATTENDANT HOSPITALITY

 This section assesses the job competencies demonstrated by the coatroom attendant who assisted you.

### Attitude

**Was a coatroom attendant on duty?** (required)

N/A  Yes  No

 *SHOPPER: If there was no coatroom attendant, please answer all the questions in this section N/A*

**Coatroom Attendant's Name:** (required)

N/A

**Coatroom Attendant's Description:**

A. **Gender:** (required)

N/A  Male  Female

B. **Height:** (required)

N/A  Short  Average  Tall

C. **Hair Length:** (required)

N/A  Short  Medium  Long  None

D. **Hair Color:** (required)

N/A  Brown  Black  Grey  Red  Blonde  Other

E. **Glasses?** (required)

N/A  Yes  No

F. **Other Descriptor:** (required)

N/A

1. **GREETING: Did you receive a courteous and enthusiastic greeting from the coatroom attendant?** (required)  N/A  Yes  No

2. **APPRECIATION: Did he/she thank you or offer any remark of appreciation?** (required)

N/A  Yes  No

Please explain this section's answers here

## Professionalism

1. **URGENCY: Did the coatroom attendant greet you promptly?** (required)

N/A  Yes  No

2. **GROOMING: Was the coatroom attendant:**

A. Well groomed and appropriately dressed? (required)

N/A  Yes  No

B. Wearing a nametag? (required)

N/A  Yes  No

3. FOCUS: Did he/she seem focused and give you personalized attention? (required)

N/A  Yes  No

Please explain this section's answers here:

## MAITRE D' HOSPITALITY

 This section assesses the job competencies demonstrated by the maitre d' who assisted you.

### Attitude

Was a maitre d' on duty at this restaurant? (required)

N/A  Yes  No

 SHOPPER: If there was no maitre d', please answer all the questions in this section N/A.

Maitre d's Name: (required)

N/A

Maitre d's Description:

A. Gender: (required)

N/A  Male  Female

B. Height: (required)

N/A  Short  Average  Tall

C. Hair Length: (required)

N/A  Short  Medium  Long  None

D. Hair Color: (required)

N/A  Brown  Black  Grey  Red  Blonde  Other

E. Glasses? (required)

N/A  Yes  No

F. Other Descriptor: (required)

N/A

1. GREETING: Did you receive a courteous and enthusiastic greeting from the maitre d'? (required)

N/A  Yes  No

2. APPRECIATION: Did he/she thank you or offer any remark of appreciation? (required)

N/A  Yes  No

Please explain this section's answers here:

### Professionalism

1. URGENCY: Did the maitre d' greet you promptly? (required)

N/A  Yes  No

2. GROOMING: Was the maitre d':

A. Well groomed and appropriately dressed? (required)

N/A  Yes  No

B. Wearing a nametag? (required)

N/A  Yes  No

3. FOCUS: Did he/she seem focused and give you personalized attention? (required)

N/A  Yes  No

Please explain this section's answers here:

## FRONT DOOR HOSPITALITY

 This section assesses the job competencies demonstrated by the host/hostess who assisted you.

### FDH

**Was a host/hostess on duty?** (required)

N/A  Yes  No

 *SHOPPER: If there was no host/hostess, please answer all the questions in this section N/A.*

**Host/Hostess's Name:** (required)

**Host/Hostess's Description:**

**A. Gender:** (required)

N/A  Male  Female

**B. Height:** (required)

N/A  Short  Average  Tall

**C. Hair Length:** (required)

N/A  Short  Medium  Long  None

**D. Hair Color:** (required)

N/A  Brown  Black  Grey  Red  Blonde  Other

**E. Glasses?** (required)

N/A  Yes  No

**F. Other Descriptor:**

N/A

**1. ENTHUSIASM: Did the host/hostess give you an enthusiastic welcome?** (required)

N/A  Yes  No

**2. COURTESY: Was the host/hostess courteous, and did he/she present a pleasant demeanor?** (required)

N/A  Yes  No

**3. ACCOMMODATION: If you had any special requests, did the host/hostess graciously attempt to accommodate you?** (required)

N/A  Yes  No

**4. WAIT TIME: If there was a wait for seating:**

**A. How long was the wait?** (required)

N/A  5 minutes or less  6-10 minutes  11-15 minutes  16-20 minutes  21-25 minutes  26-30 minutes  
 31-40 minutes  41-50 minutes  51-59 minutes  60 minutes or more

**B. Did the host/hostess keep you informed about the wait time?** (required)

N/A  Yes  No

**5. MENUS: When the host/hostess seated you at your table, did he/she:**

**A. Open the drink menu?** (required)

N/A  Yes  No

**B. Place food menus on the table?** (required)

N/A  Yes  No

**6. APPRECIATION: When you left, did the host/hostess give you a sincere farewell and invite you to come back?** (required)

N/A  Yes  No

**Please explain this section's answers here:**

## SERVER

 This section assesses the job competencies demonstrated by the server who assisted you.

### Attitude

**Server's Name:**

**Server's Description:**

**A. Gender:** (required)  N/A  Male  Female

**B. Height:** (required)  N/A  Short  Average  Tall

**C. Hair Length:** (required)  N/A  Short  Medium  Long  None

**D. Hair Color:** (required)  N/A  Brown  Black  Grey  Red  Blonde  Other

**E. Glasses?** (required)  N/A  Yes  No

**F. Other Descriptor:** (required)

**1. URGENCY:** After you were seated, were you greeted by your server within 60 seconds? (required)  N/A  Yes  No

**2. ENTHUSIASM:** Did the server introduce him/herself in an enthusiastic manner? (required)  N/A  Yes  No

**3. FOCUS:** Was the server focused and attentive, and did he/she thoroughly meet your needs throughout your visit? (required)  N/A  Yes  No

**4. APPRECIATION:** Did the server sincerely thank you (or show appreciation to you for coming) and invite you to return? (required)  N/A  Yes  No

Please explain this section's answers here:

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## Professionalism

**1. ID CHECK:** Did the server ask for your ID when you ordered an alcoholic beverage? (required)  N/A  Yes  No

Please enter your age here:

**2. ACCURACY:** Did everyone in your party receive their correct order? (required)  N/A  Yes  No

**3. DISHES:** Did the server remove the soiled dishes in a timely manner? (required)  N/A  Yes  No

**4. CHECK:** Was the check:

**A. Presented in a timely manner?** (required)  N/A  Yes  No

**B. Correct? Did it accurately reflect your order?** (required)  N/A  Yes  No

Please explain this section's answers here:

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## Salesmanship

**1. UPSELLING:** When you ordered:

**A. Water,** did the server suggest another beverage (such as bottled water, soft drink, tea, coffee or a drink from the bar)? (required)  N/A  Yes  No

**B. A generic alcoholic beverage,** did the server suggest a high-end brand? (required)  N/A  Yes  No

**2. SUGGESTIVE SELLING:** Did the server suggest a specific soup, salad, starter/appetizer or dessert? (required)  N/A  Yes  No

Please explain this section's answers here:

## SOMMELIER

**i** This section assesses the job competencies demonstrated by the sommelier who assisted you.

### Attitude

**Was a sommelier available at this restaurant?** (required)

N/A  Yes  No

**i** **SHOPPER:** If there was no sommelier, please answer all the questions in this section N/A.

**Sommelier's Name:**

**Sommelier's Description:**

**A. Gender:** (required)

N/A  Male  Female

**B. Height:** (required)

N/A  Short  Average  Tall

**C. Hair Length:** (required)

N/A  Short  Medium  Long  None

**D. Hair Color:** (required)

N/A  Brown  Black  Grey  Red  Blonde  Other

**E. Glasses?** (required)

N/A  Yes  No

**F. Other Descriptor:**

**1. Demeanor:** Did the sommelier put you at ease? Did he/she seem approachable and was his/her manner non-intimidating? (required)  N/A  Yes  No

**2. Appreciation:** Did he/she thank you or offer any remark of appreciation? (required)  N/A  Yes  No

Please explain this section's answers here:

## Professionalism

**1. POISE:** Was the sommelier poised and professional? (required)  N/A  Yes  No

**2. PROBING QUESTIONS:** Did the sommelier ask any of the following questions:

**A. What are you having for dinner?** (required)  N/A  Yes  No

**B. What kinds of wine do you enjoy?** (required)  N/A  Yes  No

**C. What are your favorite wines?** (required)  N/A  Yes  No

**D. Do you want something similar or would you like to try something different tonight?** (required)  N/A  Yes  No

**E. What price range did you have in mind?** (required)  N/A  Yes  No

Please explain this section's answers here:

## Knowledge

**1. MENU:** Did the sommelier seem familiar with the restaurant's menu items? (required)  N/A  Yes  No

**2. WINES: Did the sommelier demonstrate a depth of knowledge of wines?** (required)  N/A  Yes  No

**SHOPPER:** For example, if you asked about where a wine originated or what kind of grapes produced it, the sommelier should be able to readily answer your question.

**3. CHOICES: Did the sommelier propose at least two wine selections from which you could choose?** (required)  N/A  Yes  No

**4. EXPERTISE: Did he/she seem like an expert in the art of matching wine with food?** (required)  N/A  Yes  No

Please explain this section's answers here:

## FOOD & BEVERAGE

**SHOPPER:** This section assesses the quality of your food and beverage selections.

### Presentation

**1. TABLE ITEMS: Were plates, silverware, glassware, napkins and condiment holder clean and in good condition?** (required)  N/A  Yes  No

**2. FOOD ITEMS: When the following items were presented, were they appealing on the plate:**

**A. Starters/Appetizers?** (required)  N/A  Yes  No

**B. Entrées?** (required)  N/A  Yes  No

**C. Desserts?** (required)  N/A  Yes  No

Please explain this section's answers here:

### Timeliness

**SHOPPER:** In the comment box at the end of this section, please provide the actual number of minutes it took for delivery of each part of your meal.

**1. BEVERAGES: Was your beverage order delivered within four minutes after ordering?** (required)  N/A  Yes  No

**2. STARTERS/APPETIZERS: Were starters/appetizers delivered within seven minutes after ordering?** (required)  N/A  Yes  No

**3. ENTRÉES: Were entrées delivered within 15 minutes after ordering?** (required)  N/A  Yes  No

**4. DESSERTS: Were desserts delivered within seven minutes after ordering?** (required)  N/A  Yes  No

Please explain this section's answers here:

### Quality

**SHOPPER:** In the comment box at the end of this section, please provide details about the quality of each part of your meal.

**1. BEVERAGES: Did your beverage taste good?** (required)  N/A  Yes  No

**2. FOOD: Were each of these food items tasty and of good quality:**

**A. Starters/Appetizers?** (required)  N/A  Yes  No

**B. Entrées?** (required)  N/A  Yes  No

**C. Desserts?** (required)  N/A  Yes  No

Please explain this section's answers here:

## BARTENDER

**i** This section assesses the job competencies demonstrated by the bartender who assisted you.

### Attitude

**Bartender's Name:**

**Bartender's Description:**

**A. Gender:** (required)

N/A  Male  Female

**B. Height:** (required)

N/A  Short  Average  Tall

**C. Hair Length:** (required)

N/A  Short  Medium  Long  None

**D. Hair Color:** (required)

N/A  Brown  Black  Grey  Red  Blonde  Other

**E. Glasses?** (required)

N/A  Yes  No

**F. Other Descriptor:**

**1. URGENCY: Did the bartender acknowledge you within one minute?** (required)

N/A  Yes  No

**2. ENTHUSIASM: Did the bartender introduce him/herself in an enthusiastic manner?** (required)

N/A  Yes  No

**3. ACCOMMODATION: If you had any special requests, did the bartender graciously attempt to accommodate you?** (required)

N/A  Yes  No

**4. RAPPORT: Did the bartender build rapport with you while you were at the bar?** (required)

N/A  Yes  No

**i** NOTE: In business, "rapport" means mentioning something other than the sale in order to connect with you on a personal level (i.e., the weather, traffic, etc.).

**5. APPRECIATION: When you got up to leave, did the bartender acknowledge you in any way?** (required)

N/A  Yes  No

Please explain this section's answers here:

Yes  No

### Professionalism

**1. ID CHECK: Did the server/bartender ask for your ID when you ordered an alcoholic beverage?** (required)

N/A  Yes  No

**What is your age?** (required)

**i** SHOPPER: If you are over 30 years old, please N/A question 1.

**i** EDITOR: If the shopper is over 30 years old, please N/A this question 1.

**2. ASHTRAYS: If there were ashtrays, were they emptied frequently?** (required)

N/A  Yes  No

**i** SHOPPER: Ashtrays should not be allowed to accumulate more than two butts before they are emptied or exchanged.

**3. GARNISHMENT: If appropriate, were your beverages garnished?** (required)

N/A  Yes  No

Please explain this section's answers here:

## Salesmanship

1. UPSELLING: When you ordered:

A. Water, did the bartender suggest another beverage (such as bottled water, soft drink, tea, coffee or a drink from the bar)? (required)  N/A  Yes  No

B. A generic alcoholic beverage, did the bartender suggest a high-end brand? (required)  N/A  Yes  No

Please explain this section's answers here:

## Accuracy

1. ORDER: When you ordered a beverage from the bartender:

A. What did you order? (required)

B. What were you charged for it? (required)

2. LOSS-PREVENTION: As you observed the bartender taking orders and payments, did he/she:

A. Record transactions at the time of service? (required)  N/A  Yes  No

B. Close the cash drawer after each transaction? (required)  N/A  Yes  No

3. INTEGRITY: Did you observe any dishonesty on the bartender's part during your visit? (required)  N/A  Yes  No

**i** SHOPPER: Please be careful when answering this question. A YES answer indicates that you observed dishonesty on the bartender's part.

Please explain this section's answers here:

## MANAGEMENT ACCOUNTABILITY

**i** This section includes questions that are directly attributed to managers. It is management's responsibility to set the team up to win.

### MA

Manager's Name:

Manager's Description:

A. Gender: (required)  N/A  Male  Female

B. Height: (required)  N/A  Short  Average  Tall

C. Hair Length: (required)  N/A  Short  Medium  Long  None

D. Hair Color: (required)  N/A  Brown  Black  Grey  Red  Blonde  Other

E. Glasses? (required)  N/A  Yes  No

**F. Other Descriptor:**

**i** **SHOPPER:** You **MUST** get the name of the manager. If you are unable to get it during your visit, you must call the restaurant as soon as possible after your visit.

**1. GROOMING: Was the manager neatly and professionally groomed?** (required)  **N/A**  **Yes**  **No**

**2. GUEST RELATIONS: Did the manager:**

**A. Circulate among guest tables?** (required)  **N/A**  **Yes**  **No**

**B. Visit your table?** (required)  **N/A**  **Yes**  **No**

**3. TEAM RELATIONS: Was the manager interactive with and directive to employees?** (required)  **N/A**  **Yes**  **No**

**4. EFFICIENCY: Did the restaurant appear to be running smoothly and under control?** (required)  **N/A**  **Yes**  **No**

Please explain this section's answers here:

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**EXPENSES**

**i** The section contains a listing of all expenses incurred during this shop. Please note that you will be reimbursed only up to the reimbursement amount stated in the Shopper Directions regardless of the amount you actually spent.

**SE**

**SHOPPER: If extenuating circumstances occurred that kept you from completing any of the line items below, please answer YES here and describe what happened in the comment box below:**  **Yes**  **No**

Please explain here any extenuating circumstances related to shopper expenses:

**A. Valet Charge:**

**B. Coat Check Charge:**

**C. Maitre 'd Tip:**

**D. Sommelier Tip:**

**E. List Appetizer:**

**Appetizer Charge:**

**F. List Alcoholic Drink:**

**Alcoholic Drink Charge:**

**G. List Non-Alcoholic Drink #1:**

**Non-Alcoholic Drink #1 Charge:**

**H. List Non-Alcoholic Drink #2:**

**Non-Alcoholic Drink #2 Charge:**

**I. List Wine:**

**Wine Charge:**

**J. List Entrée #1:**

**Entrée #1 Charge:**

**K. List Entrée #2:**

**Entrée #2 Charge:**

**L. List Dessert:**

**Dessert Charge:**

**M. Bartender/Server Tips:**

**N. Sales Tax Amount:**

**O. Total Shopper Expenses:**

**P. Reimbursement Amount:**

EDITOR: The totals (O & P) will automatically calculate. If they are blank, please re-save the shop and they will fill in.

## ATTACHMENTS

**SHOPPER:** PLEASE MAKE SURE TO SAVE BEFORE ADDING YOUR PROOF OF VISIT!!! Attaching your file/s MUST be the last thing you do prior to submitting your report or you risk losing unsaved work.

Please scan your receipt(s) and attach to the shop or fax to the number provided on the Directions, along with your name, date, store and time of purchase on it. If you are doing more than one shop, you must fax the receipts in on separate faxes. Please write legibly. The shop will not be accepted without a receipt.

Will you be attaching your receipt to this shop?

Yes  No

## CUSTOM QUESTIONS

**CUSTOM QUESTION #1:** (required)

N/A

**CUSTOM QUESTION #2:** (required)

N/A

**CUSTOM QUESTION #3:** (required)

N/A

**CUSTOM QUESTION #4:** (required)

N/A

**CUSTOM QUESTION #5:** (required)

N/A

## ADDITIONAL COMMENTS AND NARRATIVE

We have only asked specific, service-oriented questions on this shop. If you have any additional information concerning this visit, you may tell us below. It can be anything the client/partner would want to know to assist them in maintaining the best service in the industry.

N/A

## THE BOTTOM LINE

**1. ONE WORD - EXPERIENCE:** Choose one word to describe your overall experience: (required)

**2. RECOMMENDATION:** Based on your experience, how likely would you be to recommend the restaurant to a friend or family member? (required)

N/A  0  1  2  3  4  5  6  7  8  9  10

Please explain the reason you chose this number.

N/A

**3. PERCEPTION:** What was your overall perception of the restaurant BEFORE the visit, if any? (required)

N/A  Positive  Neutral  Negative  No Perception

**4. INFLUENCE:** How did your overall experience with the bar influence your overall perception of the brand? (required)

N/A  Greatly Improved Perception  Improved Perception  About the Same Perception  Decreased Perception  
 Greatly Decreased Perception

**CUSTOMER EXPERIENCE**

**5. VALUE DIFFERENCE: Would you be willing to pay more for a service/product that consistently exceeded your experience expectation?**

Yes  No

**Explain:**

**6. SENSORY EXPERIENCE: When you approached, what can you recall about each of the following senses?**

**Sight:**

**Smell:**

**Sound:**

**Touch:**

**Taste:**

**Editor Info**

**WOW: Choose YES if the service at this location stood out as so exemplary that someone in Senior Management must be told about it.**

Yes  No

**RISK: Choose YES if something so off the wall happened that someone high-up must be told about it. (required)**

 *In the comment box, please tell us what happened.*

N/A  Yes  No

**Was this survey edited by a Junior and Senior Editor? If yes, Senior Editor, mark "YES" please add your initials to the comment box.**

Yes

**Was this survey edited by only a Senior Editor? If yes, please mark "YES" add your initials to the comment box.**

Yes

**Senior Fee**

 **DO NOT EDIT**

0  1.60  1.70  2.00  2.40  2.50  2.60  2.75  3.00  3.40  3.50  3.75  5.05