

Mercantile Systems and Surveys



*Solve customer problems
before they start*

*Reward servers who
get the job done*

Mystery Shopping Program

Includes:

- 4 2 visits using a 60-question survey developed with feedback from restaurant owners like you
- 4 Customized scheduling... you decide when you want us to visit
- 4 Timely summary reports, including year-to-date, category and question-by-question tracking; plus easy-to-read graphic comparison charts
- 4 Award of Excellence certificates for your Super Star Servers

**Café Britanica
America's Premiere Cafe
SHOPPER SURVEY REPORT**

Assessment Location: **229 Commercial Street South East
Duluth, GA
Survey Date: May 01, 1998
Survey Time: 06:30 PM
Company: Mercantile
Report ID: 1009181839**

Category	Score	Point Rate	Category Weight	Weighted Score
I. Environment	100.00%	100	0.5	50.0
II. Food Products	92.00%	100	1.0	92.0
III. Food Service	85.00%	100	4.0	340.0
IV. Manager	100.00%	100	1.0	100.0
V. Staff	83.33%	100	1.0	83.3
OVERALL SCORE				47.4%

Scoring Key: I: Meets all criteria of the question. II: Meets some but not all criteria of the question. III: Does not meet any of the criteria of the question. N/A: Processes the question from scoring calculations.

Scoring Process: Scores are obtained by multiplying points possible by points earned to obtain the Category Score. A 1, 2 and a 3 Category Weight Factor is then applied to Category I and III respectively. The Weighted Points are then totaled and divided by a weighted score factor of 8.5 resulting in the Overall Score.

Surveying Company: Mercantile Systems and Surveys, Mountain View, CA (714) 949-222-8301 (FAX) 949-222-8302

Mercantile Systems And Surveys, Since 1954

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