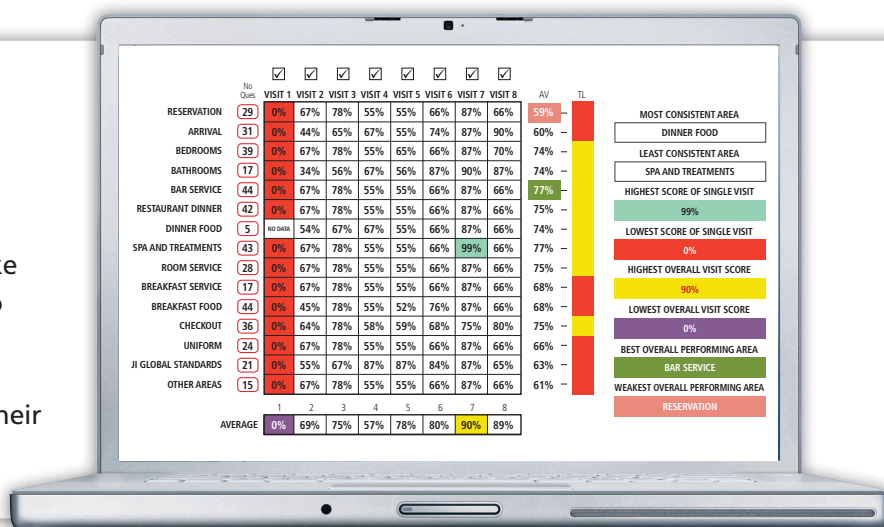


Mystery Guest Programme

The overnight Mystery Guest programme is a **tailor-made assessment of your establishment** by an AA Hotel Inspector, using a unique product called **AA Hotel Dashboard**.

Your tailor-made AA Hotel Dashboard programme?

The AA Hotel Dashboard is a bespoke programme used by the inspector to assess your establishment against a set criteria. Specifically designed to ensure the inspector can maximise their experience of a hotel visit.



Programme Features

- ✓ You decide which operational areas of your business are assessed
- ✓ Choose from up to 70 questions per area of assessment
- ✓ Questions and feedback can be geared to the establishment's specific requirements/operational standards
- ✓ Photography to highlight good or poor standards
- ✓ Digital voice recordings of customer bookings

Areas Available For Assessment

- Arrival
- Bar & Lounge Service
- Bathrooms
- Bedrooms
- Breakfast Food
- Breakfast Service
- Business Centre
- Butler/Valet
- Checkout
- Conference Delegate
- Dinner Food
- Engineering
- External Areas
- Golf
- Guest Relations
- Public Areas
- Reservation
- Rest Dinner Service
- Room Service
- Spa & Leisure
- Switchboard
- Treatments

Why book a Mystery Guest visit?

- Carried out by experienced and professional AA Hotel Inspectors
- Identify detailed and unbiased views on all aspects of the hotel stay
- Tangible results - benchmark your establishment's performance against the hotel group, or track by regional and national results
- Recognise and deliver improved levels of excellence and service to your customers
- Easy-to-use feedback report to help you identify training and operational goals

Q	15th August, 14:30hrs	WGT	Attribute	SCORE	COMMENTS	HOTELIERS/HOD
1	Was the telephone answered within three rings or an apology given if not?	5	B	5		
2	Was the phone pick up smooth, without clatter?	3		0	Much noise heard in the background including sugar requests for tea.	
3	Was the initial greeting genuine and warm and not automated? Look for sparkle and interest in voice?	10	H	10		
4	Were the dates checked accurately and efficiently?	5	S	0	It was really quite hap hazard in the manner; refer to recording.	
5	Were the room categories and rates clearly explained before you were asked to proceed with the booking?	10	R	10		
6	Did the employee promote at least one other hotel facility (i.e. offer to make a dinner or spa reservation)?	10	R	0	There was no offer of this despite my hints.	
7	Were you asked if you had visited the hotel before?	5		0	This was not ascertained of me.	
8	Were your reservation details confirmed back to you correctly in a logical professional, structured manner?	5	B	5		
9	Were you offered a choice of confirmation methods - email, fax, first class post?	5	S	5		
10	Were you asked for any additional information?	5		5		

Programme Overview

- ☒ Book one or more Mystery Guest visits, in addition to your annual visit
- ☒ Choose your 14 areas of assessment
- ☒ Select the questions or add the questions that are important to you, for each area of assessment
- ☒ Add an importance weighting to place additional focus on key assessment areas
- ☒ We tailor the Dashboard to your needs, conduct the Mystery Guest audit and produce detailed reports
- ☒ Feedback findings to the business and identify improvements Use or adapt the report for future monitoring and development

Who will be carrying out the visit?

The Mystery Guest programme will be undertaken by one of the AA's experienced and professional inspectorate team.

Booking Options

Standard Mystery Guest Programme*
From £700

To book call **01256 844455** or email
Hospitality.Solutions@theAA.com

Terms & Conditions: *Prices exclude VAT. Standard rate includes an assessment of any 14 operational areas. Each additional area of assessment from £75. Single mid week visit carried out by an AA Hotel Inspector. Digital voice booking recordings are included within the standard package, as are photography, where appropriate. Additional charges may apply for couples, families and weekend visits.