



Hospitality Focused Onsite Mystery Shopping Evaluations

Restaurants | Hotels | Resorts | Bars and Lounges | Spas | Cruise Ships | Catering Facilities



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Why GuestReady™ Is Valuable To Your Company

GuestReady™ is our enhanced and all encompassing mystery shopping program used by restaurants, hotels, spas and resorts, nightclubs and bars and caterers the world over.

GuestReady™ is designed to measure the uniqueness of your businesses guest experience and give you the specific information you need to understand how well you are executing on an every guest, every day basis. Below is an outline of how the program is designed to give you the results you need.

Our **GuestReady™** program takes the guess work out of measuring guest satisfaction, helping you to fine tune your services and deliver them in such a way that your customers speak highly of your brand, turning into your best sales people, rather than turning to your competitors. A professional secret shopping program will show you exactly what your business looks like and how it could look even better from the guest's perspective. It allows you to accurately measure team performance and better understand how your procedures impact the guest experience.

Customized Evaluation Program Design

We provide information that supports the improvement of both service standard delivery and strategic decision-making. Our findings have helped companies optimize operations, improve human-resource management, develop and enhance brand image, and improve the customer experience.

We customize all of our services, tailored to your needs. Because our clients have their own specific provisions, all of our questionnaires are individually created in order to best target and retrieve each client's priority data. Many of our clients offer several services under one operational roof; like dining, bar, valet and hotel stays. Because of this, we have mastered the ability to merge all necessary requirements into one comprehensive format, and in doing so, collect the vital information for the client to best implement their results.



Our Evaluator Team

Carefully selected and placed Evaluators are the core of our business. We do not employ just “Mystery Shoppers”. Rather, we work with highly trained individuals who possess proven guest experience in the hospitality sector.

Therefore, we go through a vigorous selection process to ensure applicants meet our standards. In fact, only 20% of the evaluators that apply to work with us are ultimately selected.

Each applicant undergoes a screening process where they take an exam and complete a mock-evaluation form based on their most recent dining experience. If executed successfully, the evaluator is then accepted and given assignments that fit their field of expertise.

Thirty percent of our trained evaluators consist of licensed private investigators, and the remaining consist of food critics, chefs, journalists, professors, various other professionals, and of course some “average Joe’s”.

Our training does not stop there. After each evaluation, Evaluators receive feedback and are continually coached by **Inside Hospitality’s** editorial staff.

All of this is done to secure the most thorough and professional feedback for your business so you can objectively monitor service improvements, operational excellence, and overall guest satisfaction.



Why Choose GuestReady™ As Your Mystery Shopping Provider Partner?

Reason #1 Our Guarantee. **GuestReady™** offers our 100% Client Satisfaction Guarantee. We are confident you will find our services to be outstanding. If, for any reason, you are not satisfied with any visit or detailed Guest Experience Analysis, the visit will be free of charge or we will schedule another visit at no charge – your choice.

Reason #2 **GuestReady™** provide simply the most detailed and accurate evaluations in the hospitality industry with information that provides you with actionable information.

Reason #3 Immediate program set-up. Typically we can have a custom solution set up within 24-48 hours.

Reason #4 **GuestReady™** Integrates seamlessly with any of our other Guest Experience Measurement solution.

Reason #5 **GuestReady™** requires no set up fee or long term contract. Simply put, if we were not delivering the level of information your company demands- you shouldn't be locked into using us.

Reason #6 How do you use the information? **GuestReady™** provides result analysis, consulting and coaching that is included with our service. Your success is our success.

Reason #7 We're only as good as the support we provide. We offer Incredible 24/7 Client Support and are always just a call or a click away.

Reason #8 **GuestReady™** offers unparalleled Worldwide coverage in over 30+ Countries.

Reason #9 **GuestReady™** uses professionally trained demographically-matched evaluators.

Reason #10 **GuestReady™** is fully an customizable program tailored to your unique operation. A one size fits all mystery shopping program does not work.

Need more reasons? Contact us today.

Who is Inside Hospitality, LLC. ?



Inside Hospitality™ is a comprehensive and innovative guest experience management company. We create partnerships and work hand in hand with clients around the globe. No other company offers benchmarked custom solutions built on such core principles that measure realistic results and the effective execution of those results.

Originally built on a foundation of sales, marketing and operations, the main focus then developed into producing improved client performance. Through evaluation and measurement, research and development, intense strategic planning, and solid credentials, **Inside Hospitality™** quickly grew into a highly trained and educated team of hospitality specialists implementing their knowledge to launch the first ever all inclusive structured *Guest Experience Measurement* company.

We partnered with some of the most experienced, noteworthy players in the hospitality industry to create an advisory board 'brain trust', totaling over 400+ combined years of successful experience, in order to execute the needs of today's hospitality clients. Our hands-on operational experiences covers the entire landscape of the restaurant and hospitality industry and is second to none.