MARKETSTAT MYSTERY SHOPPING

From First Visit to Regular Guest

What 12 months of shop data reveals about the hospitality moments that bring guests back

An illustrative case study: Bramblegate Kitchen & Tap, a fictional 10-location casual-dining concept

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THE QUESTION

Guests love the food. Are they leaving with a reason to come back?

Restaurant growth depends on repeat visits, and repeat visits depend on how guests are treated, not only on what is on the plate.

The moments that build loyalty (a manager stopping by, a server recommending a favorite, an invitation to come again) rarely show up in sales reports.

Here is what a year of mystery-shop data can show: exactly what guests experience, question by question.

120

mystery shops: lunch, dinner and bar, weekday and weekend

10

locations evaluated

84

questions per visit, from the phone call to the goodbye

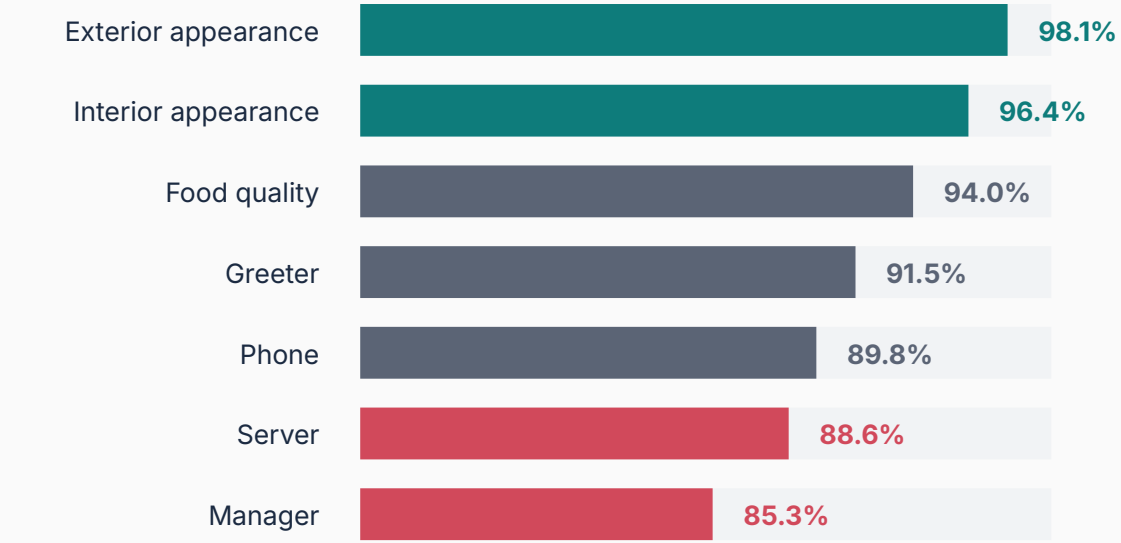
12

months of program data

THE BIG PICTURE

Rooms and food score high. Service is the gap.

Average score by part of the guest visit



Scale starts at 70% to show the differences.

91.1%

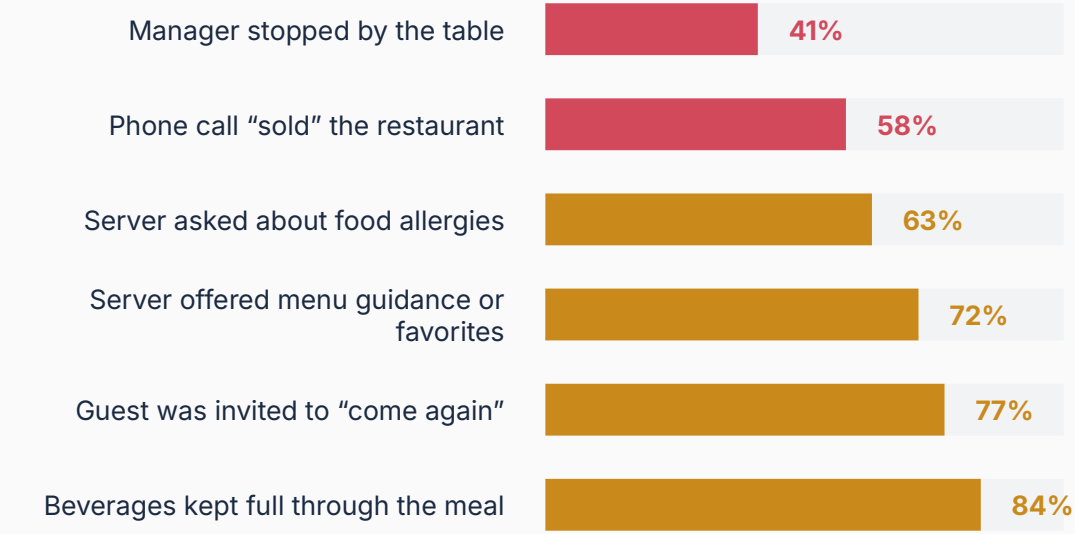
average shop score. A strong brand by any measure.

The points it gives up come from people, not the building or the kitchen: server follow-through and manager presence.

WHERE LOYALTY LEAKS

Managers stopped by only 4 in 10 tables

Share of visits where the team did it



Why it matters

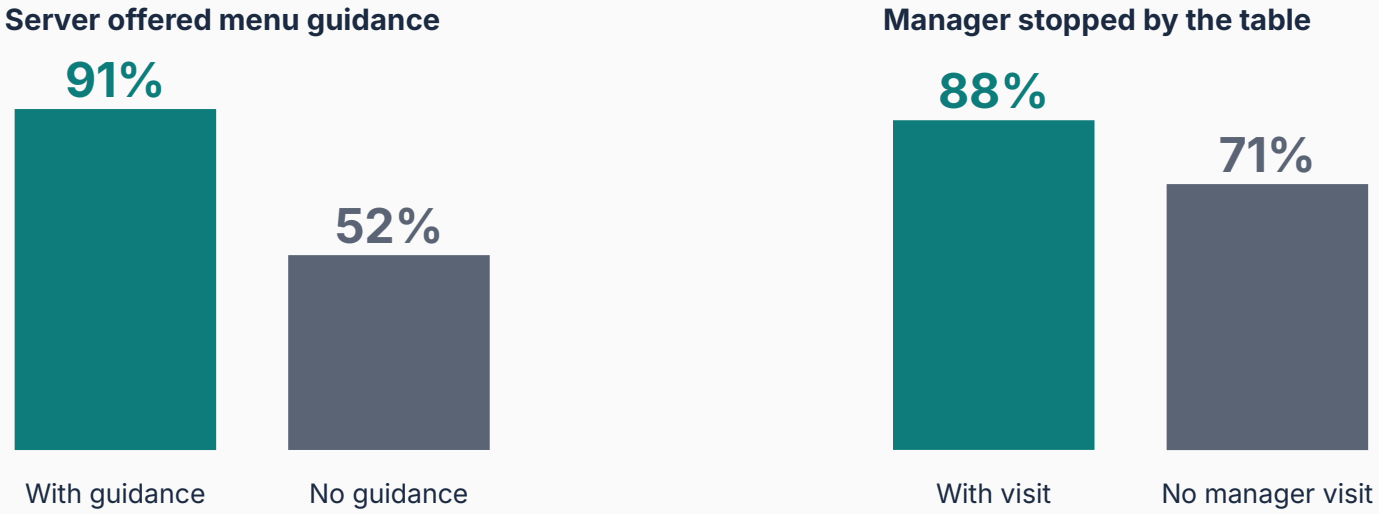
Each of these takes under a minute and costs nothing. Together they are what guests remember when deciding where to eat next weekend.

The manager table touch alone accounts for 12% of all points lost.

THE LINK TO REPEAT VISITS

Guided guests want the same server: 91% vs 52%

Share of shoppers who would request the same server again

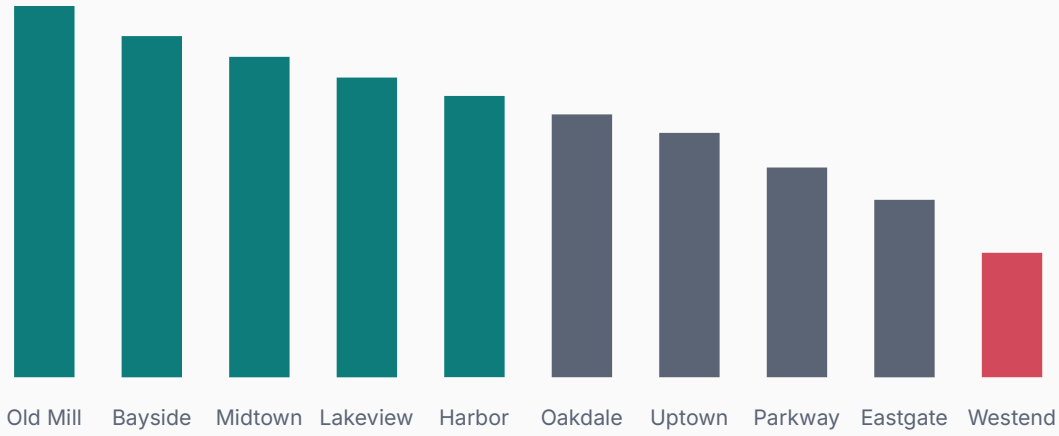


Visits with menu guidance also averaged 93.8% overall, against 83.1% without it. This shows correlation across 120 visits, not proof of cause.

CONSISTENCY

An 11-point spread between best and lowest location

Average shop score by location, last 12 months



Scale starts at 80%. Best location 96.1%, lowest 85.4%.

14 of 120

visits were perfect, 100% on every scored question. The standard is achievable.

31%

of visits scored below 90%. Guests at those tables had a noticeably weaker experience.

91% vs 92%

Weekday and weekend visits scored almost the same, so the gaps are habits, not staffing peaks.

STEADY IMPROVEMENT

Scores have risen every year since 2022

Average shop score by year



Scale starts at 80% to show year-to-year differences.

530+

lunch, dinner and bar shops completed since 2022 across every location

+3.2 points

Scores rose every year since 2022. The next gain comes from targeting the specific hospitality moments on slide 4.

THE REVENUE CASE

A few more return visits add up to real revenue

Illustrative example. Swap in your own covers, return rate and check average.

10	× 3,000	× 2%	= 7,200
locations	guests per location / month	more guests return one extra time	extra visits per year

≈ $180K

in added annual sales (7,200 visits × $25 average check)

Plus effects that are harder to see:

- More five-star reviews and social posts
- Higher checks when servers recommend favorites
- Fewer service recoveries and comps

Illustrative assumptions: 3,000 guests per location per month, 2% more return visits, $25 average check. Not client data.

HOW MARKETSTAT HELPS

Measure. Coach. Re-shop. Repeat.

1

Measure

- Lunch, dinner, bar, weekday and weekend visits
- Phone shops on how calls “sell” the restaurant
- Forms built around your service standards

2

Coach

- Question-level results by location and daypart
- Detailed shopper narratives for team huddles
- AI summaries of each visit in the Prism dashboard

3

Re-shop

- Rotating schedule so every location is seen
- Follow-up shops for lower-scoring locations
- Trend tracking by location and question

GETTING STARTED

A 90-day plan to turn first visits into regulars

DAYS 1–30

Baseline

Shop every location across lunch, dinner, bar, weekday and weekend. Pinpoint the missed hospitality moments at each.

DAYS 31–60

Coach

Use shopper narratives in pre-shift meetings. Focus on manager table touches, menu guidance and inviting guests back.

DAYS 61–90

Prove it

Re-shop the lowest-scoring locations. Report the change in manager, server and phone scores.

Your guests already love the food.

Let’s make sure they come back for the people.

Next step: a baseline shop of every location, with results in the Prism dashboard in about three weeks.

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