

EVALUATING SERVICE

The Mystery Dining Company (TMDC) has joined forces with the National Skills Academy for Hospitality to help evaluate customer service in England. The partnership has seen the creation of national benchmarking criteria, which will provide a quarterly report on customer-operator interactions and rank performance by sub sector and region. Behaviour, training, staff knowledge, the 'pace' of the experience and value for money will feature in the reports. The next wave of site visits in spring 2010 will take the sample size to more than 1,000.