



Guest Relations Course

Qlion

Mystery Guest



Guest relations

DEFINITION

VISIT

EVALUATION

CONFESSIONS

PROVIDERS

LEADING HOTELS OF THE WORLD

QUALITY ASSURANCE REPORT

SITE INSPECTION

MICHELIN GUIDE

CASE STUDY





Brainstorming



Definition

A mystery guest is someone hired by a company to pose as a customer in order to evaluate the quality of its service.





Why are mystery guests useful ?

Hiring professional staff with external advice is the solution to ensure proper feedback.

How do they contribute ?

- *The level of service promised needs to be consistent*
- *Chains look for consistent service delivery across the entire company*
- *Mystery guests have the true guest experience*
- *Guests' comments are not always reliable*
- *Unhappy guests do not always give feedback*

But is it truly needed ?

- *Operations departments need specific feedback*
- *Professional feedback based on hospitality practices is valuable*
- *Employees may perform differently in front of managers*
- *Managers have less attention to details*
- *Feedback is non-biased and is usually taken more seriously*

Visit and evaluation

VISIT

- Usually a stay of 48 hours (in order to evaluate all services of the hotel)
- Anonymous
- The guest evaluates the hotel at a specific moment in time
- High season and low season visits are possible in seasonal establishments

**Does the Mystery guest travel alone or
can they be accompanied?**

EVALUATION

- Reservation process
- Assistance offered for guests' arrival
- Check-in and Check-out
- Welcoming, hotel visit and rooming
- The room, its amenities and state
- All food and beverage outlets (service, choice and quality)
- In-room dining service
- Resort outlets
- Complaint handling
- Special tests
- Service failure recovery



Video

Evaluation

- **A detailed report is being sent couple of weeks after the visit.**
- **How to read the report:**
 - General opinion about the hotel
 - The report is subdivided in chapters according to the guest cycle (reservation, arrival, stay, departure)
 - General opinion stated at the beginning of the report, which is followed by a detailed criteria check
 - Each department receives its own chapter
 - Each department concentrates on its own
 - It is essential for each team to make an action plan



Factors assessed

- Layout, appearance of premises
- Layout, appearance of building and rooms
- Quality and variety of products and services on offer
- Quality of customer service, including general and technical efficiency
- The emotional connection created by the personnel
- Friendliness of staff
- The bond created with the personnel



Confessions

- “Some brands maintain a checklist of ten things to look for upon arrival, others more than 80.”
- “I pack a measuring tape, because a few hotels want me to get down to the nitty-gritty. Is the radius of light emitted from the lamp exact? Is the paint on the walls in a particular palette?”
- “I’ll call the front desk and say the room smells like smoke even when it doesn’t, just to see how they’ll respond.”
- “Fake-outs are staged and executed thoroughly; she’ll go as far as empty the batteries from the remote and grumble about the fritzzy TV, or unhook the chain from the toilet to time how long it takes the staff to fix it. It’s an exacting art.”

[Full article](#)



Mystery audits providers

- **Leading Hotels of the World (LHW)**
- **Small Luxury Hotels of the World (SLH)**
- **Coyle Hospitality**
- **Signature Worldwide**
- **Secret Shopper**
- **Service Evaluation Concepts (especially luxury retail, ex: Cartier)**

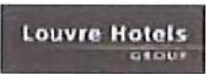


Leading Hotels of the World

- A marketing organization representing more than 400 luxury hotels in over 80 countries.
- Established in 1928 by a group of European hoteliers.
- 38 initial members (Hotel Negresco in Nice, Mena House in Cairo, Montreux Palace in Montreux among them).
- By the end of 1960s - 70 European hotels.
- From 1971, it started accepting new member properties worldwide.
- Accepting only independent hotels, who are referred by an existing member, and who succeed the admission process.



Quality Assurance Report



Golden Tulip Lyon Millénaire
Region: France & Monaco Country: France

Inspection Overall	91%
2011 Result	n/a%
Brand Standard	85%
Pass/Fail	Pass



Date of Inspection:	12/07/2012
Inspector:	GFrijling
Debriefing with:	Madame I. Thomas Monceau

Site inspection

What are the differences between a Mystery Guest visit and a site inspection ?

- Employees are aware of the site inspection and the site inspector
- Inspector verifies the standards
- Back of the office is also checked
- They have the perfect hotel experience
- While the Mystery guests have the real guest experience



Michelin Guide

Is the Michelin Guide a Mystery Guest or a Site Inspector ?

- A series of guide books published by the French tire company Michelin, in 1900.
- In 1926 it started awarding 1*, and now it awards up to 3* Michelin.
- Inspectors' meals and expenses are paid for by Michelin, not by the restaurant.
- They can not disclose their line of work to their parents, and are not allowed to speak to journalists.
- In 2024, Michelin started awarding keys that “distinguish establishments led by teams with unique forms of knowledge”.



Michelin Guide

How many Michelin star restaurants are there in the world ?

- **Total of 3557 restaurants have been awarded with stars in 2023-2024.**
- **3* - 139 restaurants**
- **2* - 488 restaurants**
- **1* - 2930 restaurants**
- **Switzerland – 4x 3*, 26x 2*, 108x 1***
- **Green stars, Bib Gourmand, the Plate are also used**
- **Michelin Keys**





Thank you

Follow us:



linktr.ee/glion.edu