



RCI MYSTERY SHOPPING SERVICES

RCI MYSTERY SHOPPING FACT SHEET

PROPRIETARY ON-LINE REPORTING SYSTEM

RCI Mystery Shopping Services is the premiere on-line mystery shopping software program. RCI Mystery Shopping is the proprietary on-line software of Restaurant Consultants, Inc. and is not shared with other mystery shopping companies like the Sassie program. RCI Mystery Shoppers log-on to the RCI website from around the world to complete their shopping reports. Due to the technological advances of the RCI reporting system, RCI Mystery Shopping Reports contain much more detail and many more features than any other mystery shopping system.

CONTROLLING SUBJECTIVITY

Subjective reporting results in unreliable mystery shopping reports. Subjective reporting is tainted by personal views, experience, or background. Simply asking if shopper ***“Was the associate friendly?”*** will result in a wide spectrum of response based on the shopper’s subjective interpretation of the meaning of “friendly.”

RCI Service Solutions defines the responses for each question, literally defining the response criteria to the customer’s standards. RCI shoppers must select the appropriate answers to the shop questions thereby effectively limiting subjective responses and reporting.

FULL SPECTRUM SCORING™

Mystery shopping is an observational survey. If the question or scoring is flawed the survey is invalid — the “garbage in - garbage out” scenario. Most shopping services use a flawed **“yes”** and **“no”** scoring system. **RCI Mystery Shopping** uses a patented **Full Spectrum Scoring™** system that allows for accurate scoring of the **gray areas** of performance. Since life is not **“black”** and **“white,”** **“yes”** and **“no”** scoring does not correctly cover the full spectrum of performance reporting.

RCI’s Full Spectrum Scoring™ uses a three level scoring system with “correct,” “improper” and “incorrect” response ratings for each question. Rating associate friendliness allows for scoring the associate as “moderately friendly.” To receive a score of “improper” for friendliness, the associate must either establish eye contact or smile. Both smiling and establishing eye contact results in a “correct” score. Not smiling or establishing eye contact results in the associate being scored “incorrect” for friendliness.



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Features Comparison Chart



FEATURES COMPARISON CHART

RCI MYSTERY SHOPPING FLAT-OUT BEATS
THE SASSIE SYSTEM AND OTHER
SYSTEMS IN EVERY CATEGORY!

FEATURES	RCI	SASSIE	OTHERS
Trend Summary	YES	NO	NO
Summary Report	YES	NO	NO
Full-Spectrum Scoring™	YES	NO	NO
Separate Exterior and Interior Reports	YES	NO	NO
Separate Service Staff Reports	YES	NO	NO
Separate Food Report	YES	NO	NO
Individual Food Item Ratings	YES	NO	NO
Category Scoring Summaries	YES	NO	NO
Performance Charting	YES	NO	NO
Automated Recommendations	YES	NO	NO
Lost Tips and Sales	YES	NO	NO
Multi-Unit Monthly Ranking Report	YES	NO	NO
