



THE
Pineapple
★ ★ ★ EXPERIENCE ★ ★ ★



Restaurant Self Evaluation

An exceptional experience defines the success of your business.

By anticipating the needs of your clientele, you will elevate the experience and strengthen your brand.

CORE VALUES

YES NO COMMENTS:

Who is your target guest audience?

How would you describe the feeling and atmosphere of your restaurant atmosphere?
Does it fit your target guest audience and brand?

What would you say are the details that make the best customer experience?

ONLINE PRESENCE

YES NO COMMENTS:

Do you have a fresh website with easy to find and read menus and hours?

Do you have and maintain social media business pages with regular posting? (e.g. Facebook, Instagram...)

Do you maintain and respond to your crowd-sourced sites? (e.g. Yelp, Google...)

Do you offer online ordering? If so, how easy is it for guests to complete their order?

CHECK-IN/SEATING CONCEPT

YES NO COMMENTS:

Is your host station clearly marked and easily accessible to the door?

CHECK-IN/SEATING CONCEPT **YES** **NO** **COMMENTS:**

If self-seating is utilized, is there clear, attractive and well-maintained signage utilized?

How much time does the average guest wait for seating?

Is your front of the house staff kind, courteous and knowledgeable?

PHONE & RESERVATIONS **YES** **NO** **COMMENTS:**

Is your phone system automated and difficult to get through to a person?

Does your on-hold message relay important hours of operation, holidays and promotions?

Is your reception staff kind, courteous and knowledgeable?

If you accept advance reservations or call ahead seating is accepted, do you utilize software to organize these guests?

GUEST'S ARRIVAL **YES** **NO** **COMMENTS:**

How is the exterior appearance, is it well maintained, free of clutter, and clean?

How is the interior appearance, is it well maintained, free of clutter, and clean?

Is parking safe, easily accessible and clearly marked with plenty of spaces?

How is your guest greeted upon arrival?

OVERALL DESIGN & AESTHETIC **YES** **NO** **COMMENTS:**

Is your restaurant concept and design cohesive with your target guest audience, goals and aesthetic?

Is your signage and branding cohesive?

SEATING AREA/DINING TABLES **YES** **NO** **COMMENTS:**

Are the dining tables and chairs clean and well maintained, not wobbly and damaged?

Do guests have a place at their seats for coats or bags?

Does the dining area have ambient music?

Is the flooring clean and well maintained?

Are the walls and trim clean and maintained?

Do you have adequate storage that is tidy, organized and not visible to the public?

RESTROOMS **YES** **NO** **COMMENTS:**

Are the bathrooms clearly marked and easily accessible?

Does staff regularly maintain the restrooms during shifts, refilling paper and soap?

Are the floors, wall and trim in well maintained condition?

STAFFING	YES	NO	COMMENTS:
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Do you have a training and program and manual for reference?

Do you provide additional training in customer satisfaction, including how to treat customers and how to respond to issues?

Do you empower staff to remedy issues to the customer satisfaction?

FOOD SERVICE	YES	NO	COMMENTS:
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How long is your average ticket time?

Are the plates and glasses in good shape, without stains or chips?

Do the plates and glasses fit the target guest and vibe?

How do you rate your food presentation? Does it match your target guest and branding?

EVENT SPACE	YES	NO	COMMENTS:
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Are the event spaces clearly marked?

Is there a standard room set up?

Are the flooring, walls and trim clean and maintained?

Do you offer any in-house media equipment?

EVENT SPACE YES NO COMMENTS:

Is there a good location for a banquet, breakout rooms, conference rooms, etc?

OVERALL STANDARD OF EXCELLENCE YES NO COMMENTS:

Does your staff take ownership and engage with guests?

What is intentionally implemented for guest experience?

ENGAGEMENT YES NO COMMENTS:

How do you solicit feedback on service?

How do you capture guest contact?

How do you communicate with your guests?

Do you provide any type of loyalty program?