Name _____

Culinary Arts I, _____/32 points possible

Reservations and Customer Feedback (10.2)

Using the online resources below as well as reading Section 10.2 in the Foundations of Restaurant Management and Culinary Arts: Level One textbook, answer the following questions:

1. On the OpenTable (www.opentable.com) website, name three restaurants listed in the Green Bay area. **(1/2 pt each)**

   _____ _____ _____

   a. <u>Choose one of these restaurants</u> and answer the following questions:

      • Name of Restaurant: _____

      • How many average stars did the restaurant receive from reviews? _____

      • What is the dining style? _____

      • What type of cuisine does it serve? _____

      • What is the average price per patron? _____

      • What is the dress code? _____

      • What hours is it open on Saturdays? _____

      • List 3 additional details provided in the description. **(1/2 pt each)**

   b. Compare two of the restaurants listed by reviewing their restaurant information, reviews, and websites (use OpenTable's links to open each restaurant's web page). **If cost was not an issue**, which restaurant would you be most interested in trying? **Explain. (1 pt)**

   c. **As a customer,** why is OpenTable worthwhile to use? **(1 pt)**

   d. **As a restaurant**, why would participating in OpenTable be worthwhile? **(1 pt)**

2. Now compare OpenTable to Yelp's program by creating at account at www.yelp.com
   On the Yelp website, search for restaurants in the Green Bay area and write down 3 of most interest to you that were not previously listed in #2.
   _____ _____ _____

   a. <u>Choose one of these restaurants</u> and answer the following questions:

      - Name of Restaurant: _____

      - How many average stars did the restaurant receive from reviews? _____

      - What is the dining style? _____

      - What type of cuisine does it serve? _____

      - What is the average price per patron? _____

      - What is the dress code? _____

      - What hours is it open on Saturdays? _____

      - List 3 additional details provided in the description. **(1/2 pt each)**

   b. Compare two of the restaurants listed by reviewing their restaurant information, reviews, and websites (use Yelp's links to open each restaurant's web page). **If cost was not an issue**, which restaurant would you be most interested in trying? **Explain. (1 pt)**

3. As a consumer, what differences did you see in the OpenTable vs. Yelp programs? **(1 pt)**

4. As a consumer, which program did you prefer- OpenTable or Yelp? **(1 pt)**

5. As a restaurateur, compare OpenTable to Yelp's Seatme program at: https://www.seatme.yelp.com/
   a. As a restaurateur, what difference(s) are there between OpenTable and Seatme? **(1 pt)**

   b. As a restaurant owner, which would you be most likely to utilize? Explain. **(1 pt)**

6. What customer information should be included in making a reservation? **(1 pt)**

7. In addition to verbal communication with guests during their dining experience, list and describe four types of methods to collect data regarding customer satisfaction.

Method (1/2 pt each)	Description (1 pt each)

8. Which members of staff must management must on how to handle customer complaints? **(1 pt)**

9. If you recognize a guest is upset, what are some steps you should take to remedy the problem? **(1 pt)**

10. How can employees respond to customer complaints in a respectful manner even if they are unhappy with what they are hearing? **(1 pt)**

11. How can employees demonstrate appreciation for feedback (even complaints)? *Remember, guest feedback ultimately improves service and business.* **(1 pt)**

Remaining Time: In teams, create a comment card that can be used for customer satisfaction for a restaurant of your choice. The comment card that is most comprehensive in measuring guest satisfaction will earn **5 bonus points**. You may work individually or with one partner.