

THE GUEST EXPERIENCE SCORECARD

Score your venue the way I would - as a stranger, not as its owner.

Be honest. Most operators score themselves an 8 and discover they are a 5. The gap is where your lost bookings live.

1. THE GREETING CLOCK

A guest walks in. How many seconds before someone acknowledges them - even with just eye contact?

Score 1 (guests notice, and not kindly) to 5 (flawless, every time)

1 2 3 4 5

2. THE APPROACH

Stand outside. Windows, signage, entrance, smell. Would a stranger walk in - or walk on?

Score 1 (guests notice, and not kindly) to 5 (flawless, every time)

1 2 3 4 5

3. THE WORST TABLE

Sit at your worst table or stay in your worst room. That experience is your real reputation.

Score 1 (guests notice, and not kindly) to 5 (flawless, every time)

1 2 3 4 5

4. THE SMALL THINGS

Chipped mugs, sticky menus, wobbly tables, tired toilets. What do they whisper about everything else?

Score 1 (guests notice, and not kindly) to 5 (flawless, every time)

1 2 3 4 5

5. THE 3PM ENERGY

Visit at your quietest hour. Is the standard still there when nobody important is watching?

Score 1 (guests notice, and not kindly) to 5 (flawless, every time)

1 2 3 4 5

6. THE OFFER

Dessert, coffee, the second round. Is it offered naturally - or does the moment silently pass?

Score 1 (guests notice, and not kindly) to 5 (flawless, every time)

1 2 3 4 5

7. THE RECOVERY

Something goes wrong. Does the team acknowledge, fix and follow up - or defend and disappear?

Score 1 (guests notice, and not kindly) to 5 (flawless, every time)

1 2 3 4 5

8. THE GOODBYE

The last 20 seconds decide the review. Is departure a warm send-off or an ignored exit?

Score 1 (guests notice, and not kindly) to 5 (flawless, every time)

1 2 3 4 5

9. THE REVIEWS

Are reviews - good and bad - answered within 48 hours, in a human voice?

Score 1 (guests notice, and not kindly) to 5 (flawless, every time)

1 2 3 4 5

10. THE TUESDAY TEST

Would a guest on a wet Tuesday get the same experience as one on a buzzing Saturday?

Score 1 (guests notice, and not kindly) to 5 (flawless, every time)

1 2 3 4 5

YOUR TOTAL: 40-50: Sharp - protect it. 25-39: You are leaking bookings you never see. Under 25: Every week is costing you.

Scored under 40? The Guest Experience Review finds exactly where it leaks - scored, photographed, in 72 hours.

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