



# HOW DO YOU GET YOUR RESEARCH?

## Mystery Guest Studies

The Most Objective Monitoring Tool Used to Improve Service Quality and Sales Effectiveness

## Consultancy & Training

# excellence

## HOTEL SERVICE QUALITY SPECIALISTS

The red letter “n” inverted in the middle is not a typo error. Perfection is an ultimate point that cannot be achieved hypothetically. Perfection is a never-ending journey that consists of repetitive stages of development.



# Mystery Guest Studies for 4&5 Stars...

**Hotels are unique and complex businesses.  
Each one them is different.**

It offers you the opportunity to monitor the corporate quality standards of your organisations through the eyes of your customers.

Customer satisfaction and Mystery Guest Studies are very important for hotels just like in hospitals and airports, it is one of the sectors where customer satisfaction is felt at the highest level on trade and turnover.



# What We Offer in 5 Steps...

**FREE TRIAL**

**1**

**2**

**ADAPTIVE FORMS**

**3**

**BAR-MOBI APPS.**

**4**

**ANALYSIS and REPORTING**

**5**

**CONSULTANCY and TRAINING**



# 2nd Step... ADAPTIVE FORMS

Hotels are unique complex businesses. There may be different service areas that your company focuses on and offers to its guests. Instead of mystery guest programs created with standard and fixed auditing criteria, we quickly provide the preparation of your special programs (adaptive, flexible approach). It is enough for us to have a short web meeting with us to start.

The Mystery Guest Programme consists of 20 main service areas and around 60 subtitles. The number of detail KPI criteria found in the whole question battery is around 900.



**\* Cash Integrity (Hotel Fraud) is optional module.**

# 3rd Step... BAR-MOBI APPS.

BAR –MOBI is a multipurpose online/off-line survey and data collection platform that enables instant and accurate mobile data collection and delivery.

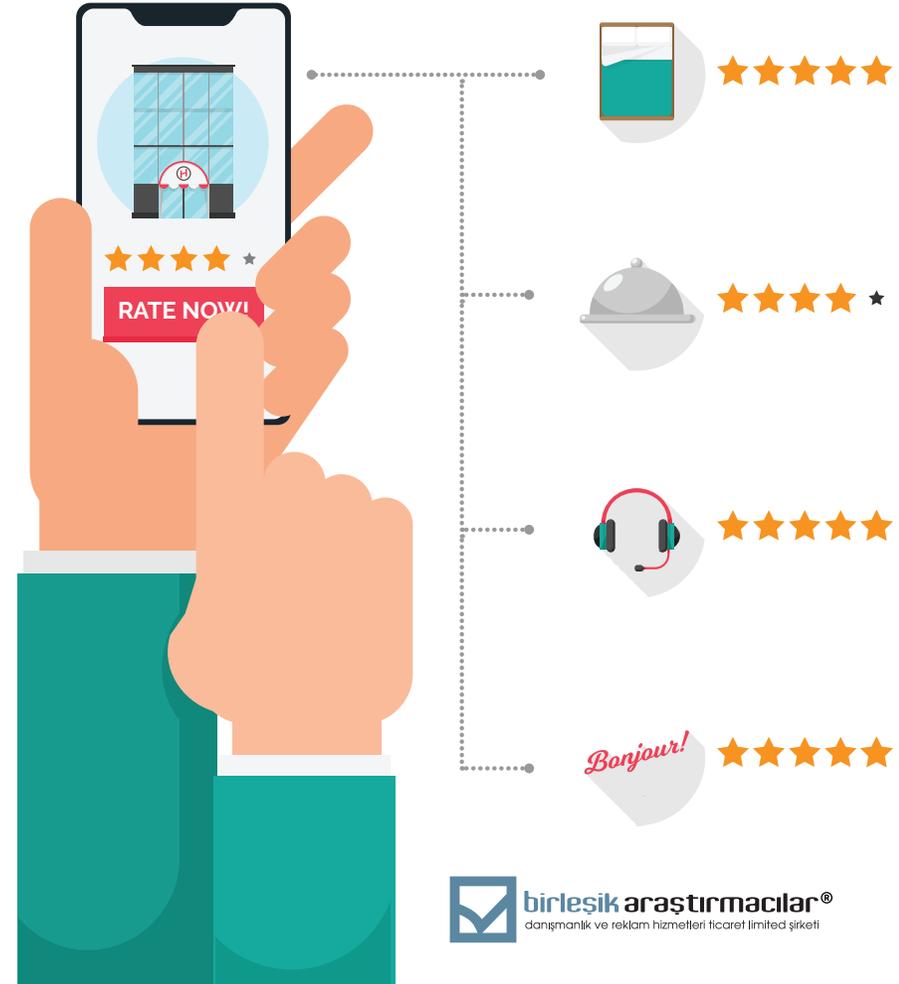
Mystery Guests instantly enter the data they collect with tablets or smartphones. In this way;

- Information is recorded without forgetting.
- The time between inspection moment and data entry is short.

## START USING BAR-MOBI TODAY

User-friendly applications, automated or special, easy-to-understand reports prepared by our experts are great tools for road maps and action plans to be prepared for areas that need improvement.

Grab your coffee and enjoy yourself while examining the findings.



# 4th Step... ANALYSIS and REPORTING

## Making the decision to continue with periodic measurements.

In this way, contrary to what is in international agreements, it is possible to perform more audits and obtain more reliable statistical results with lower budget.

BAR enables the customer to participate in the project processes at the maximum level and perceives it as an employee of the project.

Customers can access all open sources, contribute to the generated data, or monitor the data generated simultaneously by logging into the system. In this way, control over processes increases.

## MINIMALIST Designs...

*We know that visibility is as important as content. Therefore, we find it more accurate and effective to send simple, minimalist presentations instead of tiring, multicolored, complex format presentations.*



# 5th Step... CONSULTANCY and TRAINING

## Access and Participation of the Customer to the Research Process

Depending on the findings obtained, the design and implementation of reward and training programs or consultancy.

### MODULAR SERVICE Concept

We leave the research priority to you by dividing the research into different parts. If you want, you can purchase our services in a collective or modular, independent format (Auditing, Consulting and Training).

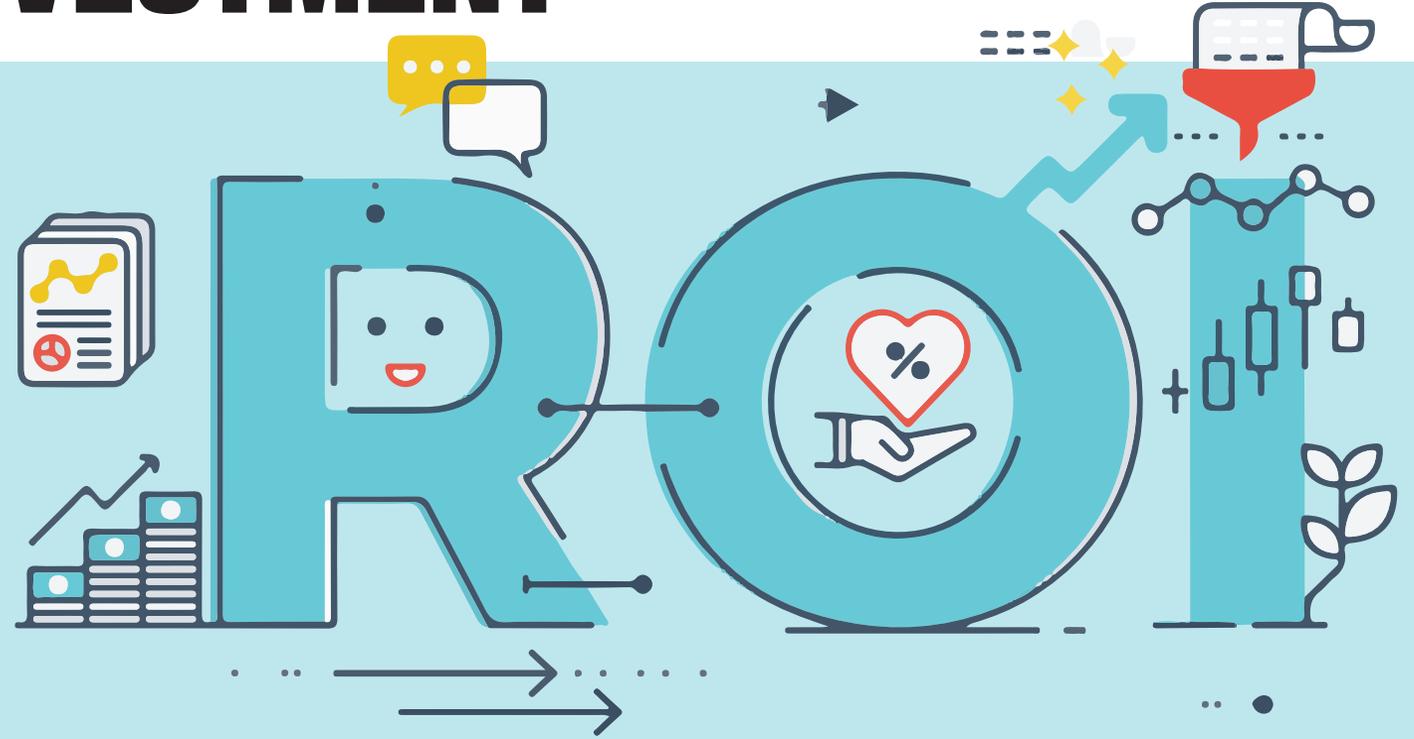
You can take advantage of our **consultancy services** for the action plan of our report on areas that need improvement after Mystery Guest Surveys.

In addition to our consultancy services, we provide **training support** to get more effective results.



# RETURN of INVESTMENT

BAR makes big differences for your business with simple and effective approaches. It affects your ROI positively with small investments and its effect lasts for many years.



## Success stories

BAR with 30 years of experience: automotive, white goods, energy, finance/insurance, food, glassware, transportation, furniture, textiles, tourism, building and construction markets, especially Turkey's leading more than 80 organizations.

As BAR, we ensure that you increase your total success score on the basis of customer satisfaction as soon as possible.





**Thank you...**

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