

TMDC FACT SHEET

THE BIRTH OF 'MYSTERY DINING'

The Mystery Dining Company (TMDC) was established in 2003 as an alternative to conventional mystery shopping companies.

TMDC remains the first and largest customer experience auditor for the hospitality and leisure sectors in the UK. We work in partnership with more than 60 different operators, helping them to identify ways to improve their business and ensure consistent customer service.

We have created an army of 2,500 validated assessors across in the UK and a further 300 worldwide, representing a range of different social groups. These individuals are both passionate about customer service and trained to be highly observant and meticulous in the way they report their experiences.

SERVICES

Flexibility is key to our way of working and we develop programmes in conjunction with our clients, tailoring individual components to meet business objectives and complement existing styles of service. Some of our services include:

Mystery Visits	Assessors are briefed prior to the visit and required to observe and comment on specific elements of a venue's service. Fully validated reports are available online within 24 hours of the visit
Event Monitoring	Teams are deployed to provide live-reporting on customer service performance and/or critical evaluation by industry professionals
Consultancy	Back and Front of House evaluation including focus groups, recommendations and professional auditing
Online Feedback	Development of online, incentivised, data capture from actual Capture customers
Benchmarking	Programme run in conjunction with the National Skills Academy for Hospitality creating an industry performance measure.

SECTORS

TMDC operates in the following sectors:

- Coffee Shops
- Catering & Events
- Fine Dining
- Hotels
- Membership Clubs
- Passenger Operators
- Pubs & Bars
- Restaurants
- Retail Centres
- Sports Venues
- Staff Restaurants
- Suppliers (Branded Drinks)
- Theatres & Cinemas
- Visitor Attractions

ABOUT THE TEAM



Sally Whelan founded the company in 2003, however, her prior experience is intricately linked with the hospitality sector. She initially trained at Westminster College, working as a chef afterwards, followed by experience in front of house management, before managing in-flight services (food, wines, equipment etc) for Virgin Atlantic for five years. From here she moved into new product development at Tesco's and then set up her own food consultancy before turning her focus back to customer service.



Steven Pike started working with TMDC in 2005 and joined as a Director in 2008. With expertise in strategic and project management he has helped to grow the company's range of services to build bespoke customer service audits for our clients.

Our technical and research team, based at the company's Bath headquarters, is responsible for validating each and every report, analysing and benchmarking results. TMDC has also developed its own extensive reporting software and interface which enables clients to log on to review reports, compare trends and monitor general performance of a single site as well as business-wide.



The Mystery Assessors, who have undertaken over half a million mystery visits between them, don't get paid for their time (to actually do the visit nor to compile the report afterwards); they do it out of a love for going out and experiencing good customer service. Their food, drink and activity costs are only reimbursed if the reports, which generally take about 60 minutes to do and must be completed within 24 hours of the visit, are up to our high standards.

WHAT DO WE HAVE TO SAY?

TMDC wears two hats –we understand the hospitality and leisure business from an operator's point of view while constantly keeping in mind the needs and expectations of the customer.

We can offer:

- Topical comment on customer service delivery across the hospitality and leisure sectors
- Training tips on staff development
- Insight into consumer behaviour
- Statistics and feedback on operational and emotional issues
- Case studies
- Mystery visit experience for journalists

SOME OF OUR CLIENTS

