

Inland Service Insights



Rose's Farmhouse Chicken Sample Evaluation Report

Spokane, WA • Sample visit • First-time Walk-in Dine-in Evaluation

Restaurant: Rose's Farmhouse Chicken	Location: 1420 Cedar Street, Spokane, WA
Visit date: Sample date	Visit period: Weekday lunch
Service channel: Walk-in / dine-in	Service model: Table service
Shopper ID: EX104	ISI Baseline Score: 81.3 / 100
Overall satisfaction: 4 / 5	Would return: Yes

FICTIONAL SAMPLE REPORT This report uses a fictional business name and sample evaluation values to demonstrate the report format. No actual client, visit, or evaluation is represented. In a commissioned project, evaluation scope, criteria, and weighting are established with management before the visit.

Executive Summary

The visit reflected a positive first-time walk-in dine-in experience overall. The guest was acknowledged promptly, the dining room appeared clean and comfortable, and the server created a helpful first impression by answering menu questions without rushing the interaction. Food presentation supported the farmhouse-style positioning, and most of the meal matched the guest's order. The main weakness was consistency after the initial interaction. A requested food item modification was not fully reflected on the final plate, the table was not checked soon after entrees arrived, drink refills required prompting, and finished appetizer plates remained on the table longer than expected. The experience still supported a likely return, but the follow-through after food delivery did not fully match the strength of the welcome and ordering interaction.

Evaluation Focus

The agreed scope for this visit centered on the first-time walk-in dine-in experience, with attention to greeting and seating clarity, menu guidance, requested food item modifications, refill and check-back timing, table maintenance, and the final impression before departure.

Key Strengths

- Greeting was prompt and welcoming.
- Server answered menu questions clearly.
- Dining room and table presentation felt clean and organized.

Priority Opportunities

- Give closer attention to requested food item modifications.
- Check back more consistently for drink refills and table needs after food delivery.
- Keep tables clearer of finished plates and small clutter when timing allows.

01 Visit Facts & Planned Scope

Arrival at restaurant: 12:05 PM	Seated: 12:07 PM
Server greeted table: 12:08 PM	Entrees delivered: 12:24 PM
Check delivered: 12:49 PM	Departure: 12:56 PM
Party size: 2 guests	Check total: \$43.80
Payment method: Debit card	Receipt: Provided at table

Scenario Summary

- Fried chicken plate with mashed potatoes, green beans, biscuit, and hot honey sauce on the side.
- Grilled chicken sandwich with side salad and iced tea.
- Fried pickles appetizer shared by the table.
- Planned service watchpoints: first-time menu guidance, refill timing, and table maintenance.
- Requested modification: mashed potatoes ordered without gravy.

PLANNED SCOPE The evaluation was built around a first-time walk-in dine-in scenario. The agreed focus areas were greeting and seating clarity, menu guidance, requested food item modifications, refill and check-back timing, table maintenance, and final impression.

02 Results Snapshot

Area	Status	Management Takeaway
Greeting, Seating & Ordering	Positive	Host greeting, seating, and initial server contact were prompt and welcoming.
Menu Guidance & Recommendations	Positive	Server answered first-time guest questions clearly and offered practical menu guidance.
Food Delivery & Modifications	Mixed	Food presentation was strong, but one requested modification was not fully reflected on the plate.
Check-Back, Refills & Table Maintenance	Mixed	Post-delivery check-back and refill attention were less consistent than the opening interaction.
Payment & Departure	Positive	Payment was accurate and efficient; the final farewell could be more intentional.
Dining Room & Overall Impression	Positive	Clean dining room, appealing food presentation, and friendly tone supported a likely return.

SCOPE NOTE This evaluation was built around the agreed first-time dine-in customer journey and the specific service moments management wanted observed.

03 Detailed Evaluation

Greeting, Seating & Ordering

Criterion	Result	Evidence / Notes
Greeting and seating were prompt and welcoming.	Positive	The host acknowledged the party promptly and seating was clear.
First-time guest questions were answered clearly.	Positive	The server explained the menu, sides, sauces, and popular items without rushing.
Order was repeated back with the requested modification.	Positive	The server correctly repeated the no-gravy request when taking the order.
Initial service tone matched the desired guest experience.	Positive	Opening service felt warm, helpful, and aligned with the restaurant's casual farmhouse positioning.
The ordering process was easy for a first-time guest to navigate.	Positive	The guest understood the menu options and felt comfortable placing the order.

Menu Guidance & Recommendations

Criterion	Result	Evidence / Notes
Menu guidance was useful to a first-time guest.	Positive	The server gave direct, practical answers about sides, sauces, and popular items.
Recommendations were relevant to the guest's stated questions.	Positive	Recommendations connected to portion size, sauce selection, and the difference between the fried chicken plate and sandwich.
Server avoided unnecessary pressure or scripted upselling.	Positive	Dessert was mentioned naturally and accepted when declined.
Ordering pace allowed the guest to ask questions.	Positive	The interaction felt conversational rather than rushed.

Food Delivery & Modifications

Criterion	Result	Evidence / Notes
Food arrived in an appropriate lunch-service timeframe.	Positive	Entrees arrived after a reasonable wait for a weekday lunch table-service visit.
Requested modification was delivered accurately.	Concern	The mashed potatoes arrived with gravy despite the no-gravy request.
Server responded appropriately when the modification issue was mentioned.	Positive	The server apologized and offered to replace the side.
Food presentation was appealing.	Positive	Plates looked neat and portions appeared appropriate.
Corrective response preserved the guest experience.	Positive	The issue was handled politely once raised.

Check-Back, Refills & Table Maintenance

Criterion	Result	Evidence / Notes
Server checked back after appetizer delivery.	Positive	The server checked on the table once while the appetizer was being shared.

Criterion	Result	Evidence / Notes
Server checked back soon after entree delivery.	Concern	No entree check-back occurred within the first several minutes after plates were delivered.
Drink refills were monitored proactively.	Mixed	The iced tea refill was provided only after the guest asked.
Finished plates and table clutter were managed.	Mixed	Finished appetizer plates remained on the table until payment was requested.

Payment & Departure

Criterion	Result	Evidence / Notes
The check was accurate.	Positive	All ordered items were reflected correctly on the check.
Payment was handled efficiently.	Positive	Debit-card payment was completed without delay or confusion.
Departure interaction was warm and complete.	Mixed	The server thanked the table, but the final goodbye was brief.
Final impression included a clear invitation to return.	Concern	No clear return invitation or satisfaction check was observed at departure.

Dining Room & Overall Impression

Criterion	Result	Evidence / Notes
Dining room and table presentation supported the brand position.	Positive	Dining room, table setup, and nearby service areas appeared clean and organized.
Food quality and presentation supported a likely return.	Positive	Food presentation was appealing, and the primary issue was execution of the requested modification.
Overall experience met first-time guest expectations.	Positive	The visit was strong enough that the shopper would return.
The visit revealed clear coaching opportunities.	Positive	The strongest opportunities were modification accuracy, post-delivery attention, and table maintenance.
Service tone remained friendly throughout the visit.	Positive	No rude or dismissive behavior was observed.
Observed issues were operational consistency issues rather than attitude problems.	Positive	The service was welcoming, but follow-through weakened after food delivery.

SERVICE NOTE This sample focuses on customer-experience observations and does not make food-safety, employment, or operational compliance determinations.

04 Scope & Courtesy Criteria

Scope note: This sample evaluation covers a planned first-time walk-in dine-in visit. The scenario was designed around a two-guest weekday lunch experience with specific attention to the service moments management wanted observed.

Courtesy criteria reviewed: arrival impression, greeting, seating clarity, first-time menu guidance, order readback, requested food modification, food delivery, check-back timing, refill attention, table maintenance, payment, departure, and overall return intent.

This fictional sample assumes ISI and management established the evaluation scope before the visit. Findings distinguish directly observed facts from shopper impressions and interpretations.

05 Significant Observations

Observation	What Was Observed	Related Area	Evidence
Requested modification accuracy	Mashed potatoes arrived with gravy despite the requested no-gravy modification.	Food Delivery & Modifications	Shopper observation
Post-delivery attention	No entree check-back occurred within the first several minutes after food delivery; iced tea refill was provided after the guest asked.	Food Delivery & Modifications	Shopper observation and timing notes
Table maintenance	Finished appetizer plates remained on the table until payment was requested.	Check-Back, Refills & Table Maintenance	Shopper observation

Significant observation scoring note: Modification accuracy, entree check-back, refill timing, and table maintenance were scored because they were part of the agreed scope. General ambience and friendliness were documented because they affected the overall guest impression.

06 Customer Outcome

Overall satisfaction: 4 / 5	Would return here again: Yes
Value matched price: Yes	Overall experience met shopper expectations: Yes
Biggest strength: Warm first impression and clear first-time menu guidance.	Most important change: More consistent follow-through after food delivery.

07 Complete Customer Experience

Arrival and First Impression

I arrived with my companion at 12:05 PM for a weekday lunch visit. I could easily identify the entrance from the parking area. The restaurant appeared clean and active without feeling chaotic. Inside, the warm colors and casual farmhouse decor gave me a welcoming first impression. A host acknowledged us promptly and asked whether we needed a table for two. I found the greeting friendly and clear, and I understood immediately that we should wait to be seated. We were seated within about two minutes.

Seating and Initial Service

The host led us to a clean table with menus already available. I noticed that the table, seating, surrounding floor, and nearby service station appeared orderly. The dining room was moderately busy, but staff seemed to move through it in an organized way.

Our server greeted us approximately one minute after we sat down. I found the greeting warm and conversational, and I did not feel rushed. When we explained that this was our first visit, the server gave us a brief menu overview and described the most popular chicken plates, sides, and sauces.

Menu Guidance and Ordering

As part of the evaluation's focus on first-time guest guidance, I asked about sides, sauce options, and portion sizes. The server answered my questions clearly and offered recommendations without pressuring me to order more. I found the explanation of the classic fried chicken plate and grilled chicken sandwich especially helpful.

We ordered fried pickles to share. I ordered the fried chicken plate with mashed potatoes, green beans, a biscuit, and hot honey sauce on the side. I specifically requested no gravy on the mashed potatoes. My companion ordered the grilled chicken sandwich with a side salad and iced tea. The server repeated the main items back to us and correctly repeated my no-gravy request.

Food Delivery and Modification Accuracy

Our appetizer arrived before the entrees. I found the fried pickles hot, crisp, and easy to share. While we were eating them, the server checked on us once and asked whether we needed anything before our meals arrived. The wait for our entrees felt reasonable for lunch service. I thought the food looked appealing and the portions were appropriate. The plates were delivered without confusion, and my companion's sandwich and side salad matched the order. My chicken plate included the requested sides and hot honey sauce, but the mashed potatoes had gravy despite my request.

When I pointed this out, the server apologized and offered to replace the potatoes. I appreciated the response, although the missed request remained relevant to the evaluation's focus on modification accuracy.

Check-Back, Refills, and Table Maintenance

After our entrees arrived, I noticed a gap in the attention we received. The server did not return during the first several minutes to ask whether our meals were correct or whether we needed anything else.

Both of our beverages became low during the meal. My companion received an iced tea refill after asking, but the server had not offered one beforehand.

Our finished appetizer plates stayed on the table through most of the meal. We still had enough room to eat comfortably, but I found the table more cluttered than necessary with the empty plates alongside our entrees, drinks, and sides.

Payment and Departure

I reviewed the check and found that it accurately reflected our order. I paid by debit card, and the payment was handled promptly. Our server remained pleasant and thanked us. The farewell was brief; I did not hear a final question about our meal or an invitation to return.

Overall, I left with a positive impression and would return. I felt welcomed, received helpful menu guidance, and found the food presentation appealing. The main gaps I noticed involved the missed modification and the attention we received after our meals arrived. Confirming my request before delivery, checking on us shortly afterward, offering refills, and clearing finished plates would have made the rest of the visit feel as attentive as the welcome.

08 Recommended Actions

1. Modification confirmation before service

Suggested priority: High

Evidence: Mashed potatoes arrived with gravy despite the requested no-gravy modification.

Recommended action: Add a visible final confirmation step before plates leave the kitchen or pass area when a guest requests a modification.

Suggested owner: Kitchen lead / service manager

Verification: Follow-up evaluations show requested modifications are acknowledged and delivered accurately.

2. Post-delivery check-back timing

Suggested priority: High

Evidence: No check-back occurred within the first several minutes after food delivery, and refills were not offered until requested.

Recommended action: Define the expected check-back window after food delivery and reinforce that refills should be monitored during the meal, not only when the guest asks.

Suggested owner: FOH manager

Verification: Follow-up evaluations show a check-back within the agreed window and proactive refill attention.

3. Table maintenance during lunch service

Suggested priority: Medium

Evidence: Finished appetizer plates remained on the table until the check was requested.

Recommended action: Reinforce a simple table-clear standard for finished plates and obvious clutter when timing allows.

Suggested owner: FOH manager / shift lead

Verification: Follow-up evaluations show finished plates are cleared before payment when service volume permits.

4. Final impression before departure

Suggested priority: Medium

Evidence: Payment was accurate and friendly, but the final goodbye was brief and did not invite return or confirm satisfaction.

Recommended action: Establish a consistent closing habit that thanks the guest, confirms the visit ended well, and supports return intent without feeling scripted.

Suggested owner: FOH manager

Verification: Follow-up evaluations show a warmer final touchpoint at checkout or departure.

09 Evidence Register & Photo Appendix

ID	Evidence	Related Area	Availability	Note
A1-A4	Dining room / table presentation	Significant Observations	Not included in public sample	Would document table condition and nearby service context.
A5	Food presentation photograph	Food Delivery & Modifications	Not included in public sample	Would document plate presentation and requested-modification issue if photographed.
B1	Shopper observation	Payment / visit documentation	Not included in public sample	Would document check accuracy and visit timing when included.
B2	Table maintenance photograph	Check-Back, Refills & Table Maintenance	Not available	No sample photos are included in this fictional public version.
B3	Shopper timing notes	Payment	Not included in public sample	Would support observed timing, check-back, refill, and departure sequence.

Sample evidence images are not included in this public format example. In a commissioned report, photos, receipt images, order documentation, timing notes, and other supporting material would appear here when relevant to the agreed scope.

10 Scoring & Methodology

About this score: The 81.3 / 100 score is a fictional sample result using ISI's baseline dine-in evaluation model. This sample assumes the evaluation scope was established with the business before the visit. For real client engagements, criteria, performance thresholds, and weighting are confirmed with management before scoring begins.

Unless otherwise specified, category scores reflect the agreed evaluation priorities and any weighted subcriteria set before the visit.

Point Values Used Before Scoring

Positive = 1.00: criterion satisfied

Mixed = 0.50: criterion partially satisfied or produced a mixed outcome

Concern = 0.00: criterion not satisfied or a material customer-experience concern occurred

Observation: relevant finding reported but excluded from scoring

Not Evaluated: insufficient basis or no applicable standard; excluded from scoring

ISI Baseline Score: 81.3 / 100

Category	Weight	Calculation	Calculated Points
Greeting, seating, and initial service	10%	5 Positive / 5 scored = 100%	10.0 / 10
Menu guidance and ordering	15%	4 Positive / 4 scored = 100%	15.0 / 15
Food delivery and modification accuracy	25%	4 Positive, 1 Concern / 5 scored = 80.0%	20.0 / 25
Check-back, refills, and table maintenance	20%	1 Positive, 2 Mixed, 1 Concern / 4 scored = 50.0%	10.0 / 20
Payment and departure	10%	2 Positive, 1 Mixed, 1 Concern / 4 scored = 62.5%	6.3 / 10
Dining room and overall impression	20%	6 Positive / 6 scored = 100%	20.0 / 20
Total	100%	Weighted category total	81.3 / 100

11 Additional Notes

Next Steps After This Sample

Because this sample assumes a planned evaluation, this final section shows how a completed report can lead directly into useful next steps. The next review would normally be built with management around the findings that matter most, such as whether requested modifications are confirmed before service, whether check-backs happen within the agreed window, and whether table maintenance stays consistent during lunch volume.

Targeted Follow-Up Review

A targeted follow-up review would focus on the highest-priority friction points from this visit. For Rose's Farmhouse Chicken, that would likely include requested food item modifications, refill and check-back timing, table maintenance, and the final departure impression. ISI would use the same agreed scope, then report whether the specific issues were resolved, improved, unchanged, or replaced by new friction points.

Expanded Location Review

An expanded review could include multiple customer journeys across the same location, such as a first-time dine-in visit, a returning guest visit, a takeout order, a phone inquiry, an online order, or a larger party scenario. The purpose would not be to create more paperwork. It would show whether the same standards hold up across different service situations.

Program Note

For commissioned work, ISI establishes the evaluation focus, scoring model, reimbursement rules, shopper profile, documentation requirements, and reporting format with management before the first visit. The finished report is then built around those agreed priorities rather than a one-size-fits-all checklist.