

A survey report for Lloyd's catering service was commissioned on 5<sup>th</sup> of May, 2021 by the cafeteria manager at Lloyd Cafeteria, East Windsor, by Mr. Smith. The report aims at analyzing the effect of different factors of the catering service itself, in order to better provide more quality services later on in the future. The report has been written keeping the following ideas in mind,

1. To measure the satisfaction level amongst the customers visiting the café
2. List down a complete list of problems that customers would most like to see solved
3. Analyzing results from a survey conducted amongst the customers about what direction should the service work along with

Data has been gathered from about a collection of 100 customers visiting either the Lloyd's cafeteria, as a direct display of the service provided, maintained, and sustained by Lloyd's catering service. This report, however, does not factor in data from customers that seek catering services outside of Lloyd's cafeteria.

In the interviews, the customers were asked,

1. Their frequency of visits to the cafeteria
2. If they found the ambiance satisfactory or unsatisfactory
3. What problems would they like to see fixed

The data was collected over the month of April, from the 10<sup>th</sup> to the 30<sup>th</sup>. Each of the questions were answered by most participants. As far as satisfaction was concerned, it was found that about 75% of the feedback was positive, noting that the environment in the café was satisfactory. However, a striking 25% were somewhat unsatisfied, with 5-6% of the customer base being very unsatisfied. After that, on being asked what problems would the customers like to be fixed instead, two most prominent results began to become more visible. They are,

1. Cafeteria closed after 3 PM
2. Poor quality of coffee

These two issues alone count for 45% of the recommendation from the customer base. The rest of the percentages spill into,

1. Few vegetarian options, 10%
2. No provision for halal food, 10%
3. Uncomfortable seating in cafeteria, 5%

An accumulation of percentages leads to 70%, which means 30% gave no constructive feedback.

As result of above results for our current set of findings, we can say that our set of results indicate that work should be done on the first two factors, that is, (A) Cafeteria openings being closed at 3PM, and (B) a poor quality of coffee.

It can thus be advised that the leading management at Lloyd Cafeteria should look into the aforementioned factors on an immediate notice to improve more customer recall and satisfaction percentages.