CUSTOMER RELATIONS AND SERVICE MANAGEMENT

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ABSTRACT

The purpose of this research project is to compare the service quality of restaurant staff between two casual dining restaurants, Mad Jack and Pastamania, that do not charge the service tax of 10%. We conducted a perception survey on Zhonghua Secondary School students and we did mystery shopping. We conclude that Mad Jack receives a better overall result than Pastamania as the staff of Mad Jack put in more effort when they are serving their customers in order to make their experience at the restaurant a memorable one.

INTRODUCTION

Customer relation and service management is an essential component in the service industry, especially to dining outlets to ensure customer loyalty. Many people now use this as the key factor in rating restaurants and it contributes a big part to reviewing about restaurants. In our study we decided to compare two similar restaurants in terms of clientele, price and type of food that is served there as well as how the customer purchases their food (i.e. orders and payments are made at the counter by customers themselves while food is served to the table). Pastamania and Mad Jack were identified as they are among the most frequently patronised restaurants by our fellow schoolmates and teachers. Pastamania was first founded in 1998, the first outlet being opened within a food court in the basement of Scotts Shopping Centre in Singapore. The price of their food ranges from $7 to $16 for their dishes such as pastas, pizzas, appetisers and desserts. Its younger counterpart, Mad Jack, was founded in 2005, the first outlet located in Bukit Timah, and has expanded to having 4 outlets in Singapore. The price of their food ranges from $4 to $22 for pastas, steaks, finger foods and desserts. Thus, it is very important for restaurants to have satisfactory services in order to build a strong customer support base. A short paper-based survey was conducted to determine which restaurant ZHSS students frequent most, so as to ensure that a reasonable sample size can be obtained for the study. Online research was also done in order to help us determine the essentials of customer service, aiding us in the crafting of the relevant rubric to assess the restaurants, of which we created a survey with to let the ZHSS students complete. Mystery shopping in both restaurants was also conducted by us, where we graded them based on a score sheet that we had come up with based on the criteria we had laid out previously. The survey results have been collated in the form of bar graphs while that of the score sheet have been tabulated in a table.

Cleanliness of Restaurant

Attitude
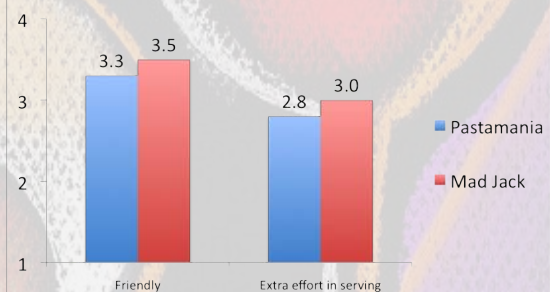
Cleanliness of Staff

METHODS

For comparison a perception survey were conducted on ZHSS students reason being they are our peers and so there would not be a big age gap. This means that the perceptions would be more similar and we would receive less anomalies from the surveys. We also conduct mystery shopping as part of our studies to further investigate on the service of the two restaurants. We graded each restaurant based on their performance on our particular visit, not by past experiences. This allows fair conclusions as we can judge them as we are in a neutral position.

We used a paper-based survey. Our survey form is a 4-point Likert scale. Five categories were evaluated, each with a different criterion. The scale ranges from strongly agree, agree, disagree, followed by strongly disagree. There is a total of 16 criteria in the survey. Our targeted group are people who have patronised both Pastamania and Mad Jack before, with the majority being students. The presentation of the data is in the form of a bar graph as it is very clear and easy to read, and compared the results between the two restaurants.

RESULTS

The result of comparing the standard of the two restaurant using Mystery shopping. For each criterion, a tick under the restaurant's name means the restaurant has fulfilled the criterion. However, in some areas, one restaurant outdoes the other. For example, Mad Jack was able to take down our orders within 3 minutes but Pastamania failed to do so. The table gives a clear view of how the individual restaurants fair in each area. Based on our findings, Mad Jack excels as compared to Pastamania in terms of their service. Mad Jack fulfilled 10 criteria whereas Pastamania only fulfilled 6.

Timeliness