

just numbers, and shouldn't be too heavily-relied upon. In the end, it's really a way to help me categorise and rank the many places I visit. I think any consumer should reasonably expect at a first - good food, followed by service. Any interesting ambiance/décor aspect is tertiary and should not outweigh what matters most. In other words, a fancy fitout won't save a restaurant serving mediocre food or providing subpar service. - [Michael Shen, the restaurant reviewer of ImStillHungry.net](#)

90. Do a satisfaction survey



It always helps to understand your restaurant's weaknesses. Don't worry, every restaurant faces this issue.

This is where conducting customer satisfaction surveys help. You will learn what your customers focus on most. And if you do understand these concerns, you'll know exactly where to improve.



[Guest Satisfaction Surveys](#) featured the Fazoli's Guest Experience Survey.

You can send a satisfaction survey to customers via email tafter they leave the restaurant. Or perhaps send those out through your monthly email campaigns.

91. Ask about your customer's dining experience

Another way you can get feedback from your customers is by asking them directly about their dining experience. You can do this in a natural and non-commercial conversation.