

MYSTERY SHOPPING PROGRAM

A

Sarah Wiggin

Director of Operations

Cantina Italiana and Ristorante Fiore

As a small, high-end restaurant group, I didn't think that we could really afford professional mystery shopping services. We were so small, and our needs were so particular, it always seemed as if this management tool was beyond our reach.

*They opened
the "mystery
shopping"
door for us!*

“Goodwin &

Associates opened the door to professionally-orchestrated mystery shopping services for smaller organizations like ours. Most importantly, it's cost effective. There is nothing out there that's comparable.

I was amazed at how quickly Goodwin responded to what we were looking for, and got shoppers into our locations so we could begin to understand how our customers are responding to the dining experience our restaurants provide.

“Goodwin is always willing to change the structure of the shop without making me feel badly about being so particular. They have not only a large pool of people ready to go into my restaurants, but very high quality people. Did I forget? Their reporting function is just short of spectacular. They make me look good at all my management meetings!”

Mystery  Shopping

A GOODWIN & ASSOCIATES
HOSPITALITY SERVICES, LLC COMPANY

91 North State Street, Suite 203

Concord, NH 03301 USA

Phone: 603-485-4111 Toll free: 1-866-978-3791

www.goodwin-associates.com

MYSTERY SHOPPING PROGRAM

“**W**hat is most impressive to me about the Goodwin & Associates Mystery Shopping Program is that they can do what we want! Other mystery shopping service providers just can't offer the same level of shop flexibility.

Peter Jones

Vice President of Operations

Weatherwane Seafood Restaurants

*They can
do what
we want!*

“Goodwin & Associates also seems to have solved the problem of compiling data and saving it so we can actually see — and evaluate — change over time. Some places dump data after awhile, and then we have to start over. Being able to study particular service factors in aggregate is a very powerful management tool. The reporting function at Goodwin is also exceptional.

“While it might be a detail, Goodwin & Associates simply provides great service. Almost everyone there has a strong hospitality industry background, and knows how to treat a customer. They're very easy to work with.

”

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MYSTERY SHOPPING PROGRAM

B

Mike Snide

President

Coastal Operations, LLC; Bojangles' Restaurants, Inc.

Bojangles' has over 300 locations throughout the Southeast. I have always believed that our growth and success has been about our incredible cajun-inspired menu, the fact that we prepare all meals from scratch, and that we use the highest quality

ingredients. I have also believed that our employee training programs—and drive-through speed—

No regrets...

were also key to our success. I still believe these things. So why did we need mystery shopping? Before I met with Goodwin, the mystery shopping firms that I'd experienced seemed to take a very cookie cutter approach to gathering data. I also had ethical concerns about the mystery involved, and its impact on our employees.

“What impressed me about Goodwin was that they had done their homework. They were familiar with our history, and they had obviously experienced our restaurants. They were able to talk frankly with me about our strengths, and how their customized services could help us capitalize on these strengths.

“I decided to give them a try, and have absolutely no regrets. In just a few short months, they've provided us with a wealth of data that we can actually use to improve our internal inspection systems. I also appreciated Goodwin's help in communicating with our employees. With Goodwin's assistance, I'm confident that mystery shopping can improve communication throughout our organization.”

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MANAGEMENT RECRUITMENT SERVICES

Sarah Wiggin

Director of Operations

Cantina Italiana and Ristorante Fiore

“We’re a small, upscale, and very particular restaurant group. When we’ve worked with Goodwin and Associates to fill any management vacancy—in our kitchen or on the floor—we were looking for a very special match.

*...truly a
pleasure to
work with...*

“Goodwin takes the time to understand not only the dynamics of our corporate culture and the management positions we are seeking to fill, but also the special

kind of person we are looking for to fill them. Because we are small and so particular in our needs, I’m sure we are probably one of their more challenging and “high maintenance” clients. We always receive great service, however. They’re truly a pleasure to work with.

“Goodwin sends us candidates to interview that are not just qualified to join us, but who also have the skills and potential to fit into our unique hospitality/restaurant niche. They’re one of the few firms we’ve worked with who seem to really understand us.”

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MANAGEMENT RECRUITMENT SERVICES

“We have been working with Goodwin & Associates for several years to help us get not just good people, but the best people into management positions at our sixteen family-style restaurants throughout New England.

Peter Jones

Vice President of Operations
Weathervane Seafood Restaurants

*By far
the best...*

“Of all the firms I’ve worked with over the years, Goodwin is by far the best in understanding the kind of people we are looking for when we need to fill a particular position. Our ideal candidate must not only have the personality and skills to do the job well, but also be looking for a position in a smaller corporate environment. While we have grown significantly over the years, we’re still a family-owned business. Our corporate culture retains certain aspects of a much smaller operation, and Goodwin & Associates understands this component of who we are very, very well.

“Many recruitment service companies are driven by numbers, and will send people out for job interviews for positions they are neither qualified to fill, nor interested in taking even if an offer was made. This never happens with Goodwin. They not only know this industry; they’ve taken the time to get to know us and the candidates they send to us.

“It’s a hard combination to beat.”

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MANAGEMENT RECRUITMENT SERVICES

Andrea Davenport

Director of Recruiting

Ninety Nine Restaurant & Pub

We are constantly implementing new programs and looking for ways to keep our employees happy. As a result, we enjoy one of the highest management retention rates in the industry. However, we don't achieve this kind of distinction all by

ourselves. One of the first steps in building a solid management team is to hire well, and that's where Goodwin & Associates comes in.

They do their homework...

“Goodwin & Associates knows the demands and dynamics of the hospitality industry — certainly far better than any traditional recruitment firm. When I need a manager of a certain caliber, or am looking to hire in a certain geographic area, Goodwin can send me the right people. They don't waste my time, nor do they waste the candidate's time.

“Goodwin does their homework. Their interviewing and prescreening process provides me with great people to interview every time. This is no small thing, and saves us more than just time. Hiring the right people is directly related to our profitability. That's why we use them for all our management recruitment.

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MANAGEMENT RECRUITMENT SERVICES

M

Ralph Harrison

Culinary Director

McCormick and Schmick's Seafood Restaurants

McCormick and Schmick's is a national seafood restaurant company with locations throughout the United States.

Each one of our locations is unique. Our restaurants are located in office towers, high-end retail areas, and tourist destinations. Almost

half of our restaurants are located in buildings included in the National Register of Historic Places.

“An essential aspect of our operations is the contribution that each

chef brings to the menu and dining experience. We encourage each chef to contribute to each restaurant's appeal by creating dishes tailored to local and regional tastes, as well as highlighting their own talents. This requires a special kind of culinary professional. For us, the chef is a particularly crucial hiring decision.

“Goodwin & Associates understands the full skill-set we need—not only in hiring our chefs—but also for all the management positions we need to fill. They consistently send us qualified, informed, and interesting candidates that reflect not only their understanding of our needs, but show their respect for the candidate as well. Goodwin is an important part of our strategic recruitment plan, and can meet our needs coast-to-coast through their regional offices. It is a pleasure doing business with them.

*They understand
the full skill-set
we need...*

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MANAGEMENT RECRUITMENT SERVICES

“W

Bobby Brannon

Recruiting Manager

CentraArchy Restaurant Management Company

hile we're one company, each one of our restaurants is different and presents a unique set of management challenges. We have targeted goals for each of our locations, and these goals inform not only the menu we offer, but also the

dining environment we seek to create.

...very professional and detail oriented

“Goodwin & Associates is one of the few management recruitment companies I've worked with who takes the time to understand these specific management recruitment needs,

and help us fill critical positions with qualified people. The people at Goodwin are very professional and detail oriented, and are always helpful in the actual scheduling of interviews and follow-up. I can confidently recommend Goodwin & Associates to any restaurant company looking for qualified restaurant professionals.

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MANAGEMENT RECRUITMENT SERVICES

Paul K. Ford

District Manager

Panera Bread, PR Restaurants LLC

“We’re a very unique company competing in an extraordinarily competitive environment, and our management recruitment needs are, in a word, particular. I’ve enjoyed working

*They understand us
...and send the right people*

with Goodwin & Associates for several years, and plan to continue with them in the future.

“The folks at Goodwin not only seem to understand the dynamics of the restaurant and hospitality business. They also are

authentically interested in our mission and goals as a company, and how that determines the kind of people they send for an interview.

“While I may not hear from them [Goodwin & Associates] for a few weeks, whenever I do hear from them, I can be confident that I have a strong management candidate to talk with.”

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MANAGEMENT RECRUITMENT SERVICES

Victoria Keough

Director of Recruiting

Charlie Brown's Steakhouse Corporation

What has always set Goodwin & Associates apart from other management recruitment firms is that they never just send us candidates who are qualified for the management positions we need to fill. Goodwin sends candidates who are also informed

*...always
qualified and
informed
candidates!*

about Charlie Brown's Steakhouse Corporation before they arrive for the interview. It is this extra step that Goodwin takes that can make such a difference, both for us and for the candidate.

“So many management recruitment firms don't really comprehend the subtle dynamics of the hospitality industry, nor do they take the time to understand our needs to fill specific positions in specific locations. Goodwin 'gets' all this...but they also get something else that is very important. It is clear to me that Goodwin respects their candidates, too.

“Many of our best management hires have come from Goodwin, and that translates directly into our bottom line success.”

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