

CASE STUDY - MYSTERY INTEGRITY CHECK AUDITS

Preventing Revenue Leakage and Recovering Lost Revenues through Mystery Shopping Services

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INTRODUCTION

Shaw Hotels & Consultancy Services Pvt. Ltd. is a renowned Mystery Shopping and Customer Experience Consulting Company with a vast experience of over 30 years. Operating in India, the Middle East, Australia, and parts of Southeast Asia, Shaw has been instrumental in assisting businesses in enhancing their customer experience. This case study explores how Shaw's mystery shopping services helped a leading F&B brand with multiple restaurants to identify and prevent revenue leakage, resulting in significant revenue recovery.

OBJECTIVE

The primary objective of this engagement was to identify the causes of revenue leakage within the F&B brand's multiple restaurants and implement measures to prevent further losses. Shaw Consultancy was tasked with understanding the extent of revenue leakage, pinpointing the areas of concern, and recommending solutions to rectify the situation.

SOLUTION

To address the revenue leakage issue, Shaw Consultancy proposed an integrity check mystery shopping program. This program aimed to identify the specific instances and methods through which revenue leakage was occurring. Trained mystery shoppers were deployed to evaluate various scenarios and capture essential data.

During the initial month of mystery audits, Shaw's team uncovered several instances of revenue leakage. It was discovered that staff members, particularly at the bar areas, were accepting cash payments directly from customers and offering drinks without entering the transactions into the system. Additionally, staff members were found to be splitting bills in half and pocketing the excess cash. Similar incidents of reusing bills at different food outlets and not adding taxes to bills were also identified.

To ensure accuracy and reliability, Shaw's mystery audit service employed various evidentiary measures. This approach allowed the client to validate the findings and accurately identify the individuals responsible for revenue leakage across their multiple outlets.



AT A GLANCE CHALLENGES

- Revenue Loss
- Operational Integrity Issues

BENEFITS

- Prevention of Revenue Loss
- Improved Customer Experience





RESULTS

By effectively identifying the revenue leakage and taking decisive action against the individuals involved, the F&B brand was able to achieve remarkable results. Key outcomes of the engagement include:

Significant Revenue Recovery: The implementation of mystery shopping services enabled the F&B brand to save millions of rupees in monthly revenue loss. By addressing the identified issues promptly, the company was able to recover lost revenues and mitigate further losses.

Improved Operational Integrity: The public announcement of the mystery shopping program created awareness among the staff members, fostering an environment of increased accountability and integrity. The knowledge that mystery audits would be conducted continuously, without prior knowledge of when or where, deterred potential revenue leakage and unethical practices.

Enhanced Customer Experience: Through the identification and rectification of revenue leakage, the F&B brand was able to improve the overall customer experience. By ensuring accurate billing, maintaining pricing transparency, and upholding high standards of service, the brand built trust and loyalty among its customer base.

CONCLUSION

Shaw Hotels & Consultancy Services Pvt. Ltd. along with their team of seasoned hospitality experts, armed with years of experience and a wealth of industry knowledge successfully assisted a leading F&B brand in preventing revenue leakage and recovering lost revenues through its comprehensive mystery shopping services. By implementing integrity check mystery shops, capturing crucial evidence, and taking swift action against culprits, the brand achieved significant financial gains while improving operational integrity and customer experience. Shaw's expertise and commitment to delivering reliable insights played a vital role in safeguarding the F&B brand's revenue streams and fostering a culture of integrity within their organization.

Furthermore, our team remains agile and adaptable, continuously evolving to navigate changing times and dynamic scenarios. This unwavering commitment ensures that our clients stay ahead of the curve, fortified by our ever-growing expertise.

SHAW

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& CONSULTANCY
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An ISO 9001 - 2015 Certified Company

Expertise Born Of Experience
Established - 1991

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