CUSTOMER EXPERIENCE & GROWTH

The Garden Bistro

Your review and suggested changes

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Website, booking, dining and keeping in touch.

Overall

The welcome and service feel friendly. The main changes are simple: make the menu easier to read, give clear arrival details and explain how to pay.

What worked well

- Opening hours and restaurant photos are easy to find.
- The booking button is easy to find. Booking takes only a few steps.
- Staff give a warm welcome and explain the menu clearly.
- Staff say goodbye in a friendly, personal way.

Start with these three changes

1. Make the menu easy to read on a phone
2. Add arrival details to the booking email
3. Explain where and how to pay

What we found and what to do

1. Finding your restaurant

What we found

The PDF menu is hard to read on a phone. Guests must zoom in and scroll sideways to see prices.

Why this matters

Guests need to read dishes and prices easily before deciding where to eat.

What we suggest

Put a clear menu on the website and add a booking link. Keep the PDF as an extra download.

Fictional BYO and corkage example

The sample page says “BYO welcome”, but does not say which drinks are allowed or what corkage costs. Diners need to know what they can bring and what they will pay before visiting. State the drinks allowed and the corkage amount beside the menu and booking information.

See the evidence and how to fix it →

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2. Booking a table

What we found

The booking email gives no parking or entrance details.

Why this matters

Guests visiting for the first time need to know where to go.

What we suggest

Add a short “Before you arrive” section to the booking email.

See the evidence and how to fix it →

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3. Our visit

What we found

Guests are not sure whether to pay at the table or the counter.

Why this matters

Clear payment instructions help the meal end comfortably.

What we suggest

Tell guests where and how to pay when you bring the bill.

See the evidence and how to fix it →

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4. Would we come back?

What we found

Guests cannot choose to receive news about future menus.

Why this matters

Guests who want to return may welcome a useful reminder.

What we suggest

Offer an optional email signup. Say what guests will receive.

See the evidence and how to fix it →

Would you like us to help?

You can make these changes yourself, with your team or with your website provider. The full report includes steps to follow.

Or ask Richard and Jane to quote for suitable website and email improvements. You choose the work you want help with. We agree the price before starting. Your team would handle service changes such as how guests pay.

Demonstration only

Example choices for help. These boxes are not active. Nothing can be sent and no information is collected.

- [x] Make the menu easy to read on a phone
- [ ] Add arrival details to the booking email
- [ ] Add an optional email signup

Sample report. The Garden Bistro and these findings are invented. Real client reports are private.