



Tourism Victoria

08-05-2010

ID# 1009

Survey: Restaurant Cafe



YOUR LOCATION

Waterfront Venues
Dock15

Location: Waterfront Venues
Photini Koutroumanis
Local Region: Docklands
Penny Wilson
Regional Tourism: Dockland
Product Region: Destination
Melbourne
Renne Ashcroft



SCORE DETAILS

Location avg (1)	92%
Local Region avg (6)	87%
Regional Tourism avg (6)	87%
Product Region avg (6)	87%
Company avg (124)	85%

- N/A answers are omitted from scoring.
- (total possible points will vary from Evaluation to Evaluation)
- Scores are capped at 100%.
- YTD Range 01-07-2009 thru 30-06-2010.

YOUR SCORE

92%
56/61 points

YOUR LAST SCORE

YOUR RANK IN COMPARISON TO OTHER AUDITED RESTAURANTS ACROSS THE STATE

26/106

THIS VERSUS YOUR LAST SCORE

92%
This Evaluation

--%
Last Evaluation

DOCK15: WATERFRONT VENUES: YTD

Location	92%
Company	85%
Your Rank	26/106
Your Percentile	76th

SECTIONAL SCORES

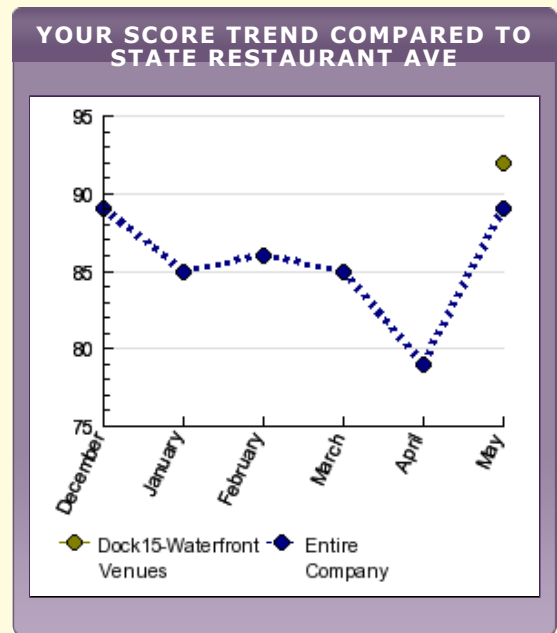
Overall : (56/61)	92%
Planning / Enquiry / Booking : (6/7)	86%
Marketing Collateral : (10/10)	100%
Access / Signage / Parking : (4/4)	100%
First Impressions / Checkin : (9/10)	90%
Presentation : (10/10)	100%
Amenities : (6/6)	100%
Food and Beverage : (16/19)	84%
Departure : (4/6)	67%

YOUR AVG SCORE (YTD)

92%
1 Evaluation

AUDITED RESTAURANT STATE AVE (YTD)

85%
124 Evaluations



SECTIONAL SCORES

Overall : (56/61)	92%
Overall Qualitative Results : (43/50)	86%

SECTIONAL CHANGE

Section	This Evaluation	Last Evaluation	+/-
Overall	 92%	 --%	 +92%
Planning / Enquiry / Booking	 86%	 --%	 +86%
Marketing Collateral	 100%	 --%	 +100%
Access / Signage / Parking	 100%	 --%	 +100%
First Impressions / Checkin	 90%	 --%	 +90%
Presentation	 100%	 --%	 +100%
Amenities	 100%	 --%	 +100%
Food and Beverage	 84%	 --%	 +84%
Departure	 67%	 --%	 +67%

PLEASE LIST THE NAME AND ADDRESS OF THE LOCATION YOU VISITED:

Kobe Jones - Level 1, 427 Docklands Drive Waterfront Venues, Melbourne Docklands

PLEASE LIST YOUR REASONS FOR CHOOSING THIS LOCATION:

Waterfront Venues consisted of one restaurant, a bar (with a food menu) and two function centres. Kobe Jones' menu was more appealing than the bar menu.

Date audit performed:

8/5/2010

Time audit performed:

12:07 PM

PRE-TRIP EXPERIENCE**PLANNING / ENQUIRY / BOOKING 86% (6/7)**

1. Date of telephone call:		7/5/2010 dd/mm/yyyy
2. Time of telephone call:		7:20 PM
3. Number of rings before telephone answered:		5
4. Was the venue clearly identified within the greeting?	1/1	Yes
5. List greeting:		Good evening, Kobe Jones, Mark speaking.
6. Did the person identify himself / herself?	1/1	Yes
7. Person's name / description:		Mark (M1)
8. Was the person willing to be of assistance:	1/1	Yes
9. Did the person freely offer information on the venue:	1/1	Yes
10. Did the person encourage you to make a reservation / visit?	1/1	Yes
11. Were you advised about access?	0/1	No
12. Did the person leave you feeling positive about your visit?	1/1	Yes

13. PLEASE EXPLAIN YOUR RESPONSES TO THE ABOVE QUESTIONS:

At 7:20pm on 7/5/10, I phoned the restaurant. After 5 rings the phone was answered in the following manner: "Good evening. Kobe Jones, Mark speaking."

I asked to make a reservation for lunch on the following day. M1 advised that the restaurant was not busy on weekends and we would not require a reservation.

M1 thanked me for making the phone call and ended the conversation with: "See you for lunch tomorrow."

M1 had a relaxed, clear voice and spoke at a pace that was easy to understand. His telephone manner was professional and efficient.

At the conclusion of the phone call I felt positive about my impending visit.

MARKETING COLLATERAL 100% (10/10)**WEBSITE**

14. Did the venue have a website? * (If 'no' list any comments and go to Q23.)

Yes

15. HOW DID YOU FIND OUT ABOUT THE WEBSITE?

I did a Google search for "Waterfront Venues Docklands" and found www.waterfrontvenues.com.au. I clicked on the "Dining" hyperlink and from there I was able to access www.kobejones.com.au/melbourne.

16. Was the website easy to locate?	1/1	Yes
17. Did the website download easily?	1/1	Yes
18. Was the website easy to navigate?	1/1	Yes
19. Did the website contain all the information you required?	1/1	Yes
20. Was the website up to date?	1/1	Yes
21. Were you satisfied with the website? *	1/1	Yes

22. PLEASE EXPLAIN YOUR RESPONSES TO THE ABOVE QUESTIONS:

The website was easy to locate and navigate. All pictures and text were clear and easy to view.

The comprehensive website provided details of the current menu and wine list with up-to-date prices, restaurant reviews, an online reservation facility, photos of the restaurant and details of specials.

After viewing the website, I had a very clear understanding of the what to expect from my visit to the restaurant and the style of food served.

BROCHURE

23. Did the venue have a brochure? (If 'no' list any comments and go to Q30.)		Yes
24. If the brochures were sent to you did they arrive within five business days?	0/0	N/A
25. Were you able to follow the brochure layout easily?	1/1	Yes
26. Was the brochure accurate / up to date?	1/1	Yes
27. Did the brochure provide you with adequate information?	1/1	Yes
28. Were you satisfied with the brochure(s)? *	1/1	Yes

29. PLEASE EXPLAIN YOUR RESPONSES TO THE ABOVE QUESTIONS:

Inside the entrance of the restaurant there was a sideboard with brochures on it. The brochure was for Waterfront Venues, of which this restaurant was a part.

The brochure was one-third of an A4 page. It was printed on double-sided, thick, white cardboard. The layout of the brochure was uncluttered and easy to read.

The information contained on the brochure included contact details for Waterfront Venues, a web address for Waterfront Venues and the restaurant and a map which indicated the location of the restaurant and public car parks.

ARRIVAL EXPERIENCE

ACCESS / SIGNAGE / PARKING 100% (4/4)

30. Was there adequate directional signage to assist you to locate the venue?	1/1	Yes
31. Were the entrances clearly visible?	1/1	Yes
32. Were the roads / pathways well maintained?	1/1	Yes
33. Was the parking adequate for the volume / type of traffic?	1/1	Yes

34. PLEASE EXPLAIN YOUR RESPONSES TO THE ABOVE QUESTIONS:

The restaurant was located on the first floor of a building and was unable to be viewed from street level. A sandwich board advertising the restaurant and a current special deal was located in a prominent position beside the staircase which lead up to the restaurant.

All pathways and nearby gardens were neat and free from rubbish.

Ample public car parking was available within a five minute walk of the restaurant.

FIRST IMPRESSIONS / CHECKIN 90% (9/10)

35. Externally, did the venue appear to be in good repair / well maintained?	1/1	Yes
36. Were you acknowledged within an appropriate timeframe?	1/1	Yes
37. Were the staff suitably presented?	1/1	Yes
38. Were the staff easily distinguished from the customers?	1/1	Yes

39. NAME OR DESCRIBE THE PERSON WHO SERVED YOU?

Female, short, slim build, Asian, black straight hair below shoulder length tied into a ponytail (F1)

40. Were you greeted with:	3/3	a pleasant smile warm eye contact a spoken greeting
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41. Was your arrival handled with a minimum of fuss	1/1	Yes
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42. Did you feel welcome / relaxed?	1/1	Yes
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43. Were you given adequate orientation information about the venue?	0/1	No
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44. PLEASE EXPLAIN YOUR RESPONSES TO THE ABOVE QUESTIONS:

We arrived at the restaurant at 12:03pm. The restaurant was advertised to open at 12:00pm. We wandered around the balcony outside the restaurant. The area was well maintained. At 12:07pm, F1 saw us on the balcony and opened the restaurant.

We were greeted warmly with eye contact and a spoken greeting. We were immediately welcomed into the restaurant. F1 lead us to the tables overlooking the water and asked us to select a table.

The waitresses were neatly attired in matching dresses which had an Asian influence.

We were not given any orientation information about the venue; however, I felt welcome and relaxed in the restaurant and could have asked the staff if I required assistance.

PHYSICAL AMENITY**PRESENTATION 100% (10/10)**

45. Were all public areas within the facility well signed?	1/1	Yes
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46. Were all non public areas within the venue well signed?	1/1	Yes
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47. Were all signs professionally written?	1/1	Yes
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48. Was the venue clean (internal and entrance)?	1/1	Yes
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49. Was the venue neat / tidy?	1/1	Yes
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50. Was the venue pleasantly decorated?	1/1	Yes
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51. Was the venue appropriately lit?	1/1	Yes
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52. Was the temperature comfortable?	1/1	Yes
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53. Were the tables appropriately set for the style of venue?	1/1	Yes
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54. Were there adequate rubbish bins available?	0/0	N/A
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55. Did the venue have adequate level access (i.e. disabled, prams, etc)?	1/1	Yes
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56. PLEASE EXPLAIN YOUR RESPONSES TO THE ABOVE QUESTIONS:

All areas of the restaurant were appropriately signed. Signs were professionally written and used uniform text.

The dining area and was neat and tidy. All tables were set with crisp white tablecloths, chopsticks and glasses.

While the restaurant was well presented, on closer inspection it was starting to show signs of wear and tear. We were seated on a table overlooking the water, in an alcove behind the entry foyer. The carpet in the dining area was mostly clean; however, there were some dark stains in the area around the tables where we were seated.

Some of the fabric-covered chairs were lightly stained on the seat.

The brown wall beside our table was painted using a decorative technique. It was slightly discoloured in a few patches where furniture had most likely rubbed against it.

The restaurant was highly suitable for wheelchairs and prams. There was a lift from ground level up to the restaurant on level one. The entrance to the restaurant was wide and there was ample space between tables to accommodate wheelchairs and prams.

AMENITIES 100% (6/6)

57. Did the venue have its own toilets? * (If 'no' list any comments and go to Q65.)		Yes
58. Were the toilets easily located?	1/1	Yes
59. Were there adequate toilets available?	1/1	Yes
60. Were disabled toilets facilities available? *	1/1	Yes
61. Were the toilets fitted with dual flush systems? *	1/1	Yes
62. Were the toilets clean?	1/1	Yes
63. Were the toilets well serviced (toilet paper, paper towel, hand soap)?	1/1	Yes

64. PLEASE EXPLAIN YOUR RESPONSES TO THE ABOVE QUESTIONS:

The toilets were well signed, although I could not see them from our table. When I asked F1, she provided simple, accurate directions.

The timber door at the entry to the female bathroom was had a chip (approximately five centimetres square) on the bottom corner.

Quality fixtures and fittings were used.

The four toilets, floor and hand basins were spotlessly clean. All toilet paper receptacles and soap dispensers were full.

There was a small bench seat and a dining chair (not matching) located in the bathroom. Both pieces of furniture had light stains on the fabric covers. The timber on the dining chair legs were chipped.

FOOD AND BEVERAGE EXPERIENCE

FOOD AND BEVERAGE 84% (16/19)

65. Was there music playing in the venue? * (If 'no' go to Q68.)		Yes
66. Was the music style appropriate?	1/1	Yes
67. Was the music volume appropriate?	1/1	Yes
68. Name or describe the person who served you?		F1
69. Was the service prompt?	1/1	Yes
70. Was the service efficient?	1/1	Yes

71. Were the staff helpful?	1/1	Yes
72. Were the staff friendly?	1/1	Yes
73. Was there sufficient variety on the menu?	1/1	Yes
74. Was the menu and specials explained to you?	0/1	No
75. Was there an emphasis on regional food? *	0/1	No
76. Was there an emphasis on regional wine? *	0/1	No
77. Was your order served promptly?	1/1	Yes
78. Was your order served accurately?	1/1	Yes
79. Was your food visually appealing? *	1/1	Yes
80. Were you satisfied with the quantity of the food? *	1/1	Yes
81. Were you satisfied with the quality of the food? *	1/1	Yes
82. Were you satisfied with the quality of the beverages? *	1/1	Yes
83. Was the table cleared in a timely manner?	1/1	Yes
84. Was the table cleared in an efficient manner?	1/1	Yes
85. Were any special requests / problems handled to your satisfaction?	1/1	Yes

86. PLEASE EXPLAIN YOUR RESPONSES TO THE ABOVE QUESTIONS:

Upon being seated, we were immediately presented with menus. No explanation was given; however, the menu was very detailed and extensive. It included brief explanations of unfamiliar terms.

The menu was presented in a quality folder. Inside, the pages of the menu were not stacked neatly on top of each other. There were some small food stains or other marks on them. Some of the pages were creased from use by many patrons.

Upon ordering, we advised F1 that we wanted to share all food. F1 recommended some dishes to be brought out as entrees and some as mains. We were pleased with her suggestion.

During the meal we were waited on equally by F1 and F2 (female, taller than F1, above shoulder length hair, Asian appearance). We received attentive, professional service from both. All food was served to the table promptly. Plates were cleared soon after finishing a dish. We asked many questions about the ingredients. All questions were answered to our satisfaction.

We ordered a \$25 lunch special, which was served as an entree at the suggestion of F1. This consisted of a Volcano Roll, Chicken Kara Age and Beef Tenderloin Tataki. Upon ordering the beef, F1 advised that the beef was seared on the outside and served rare. We asked questions to clarify further details of the dish and were satisfied with the response given. All dishes were delicious, interesting and cooked to perfection. The portion size was generous for one person for lunch and provided exceptional value for money.

Tempura vegetables and BBQ Baby Back Pork Ribs were presented as a main course. The tempura was crisp and light, and the vegetables were cooked to perfection. The pork ribs were tender and had a delicious smokey flavour. The portion size of the ribs could have easily served two.

Presentation of all dishes was simple, neat and visually appealing.

DEPARTURE EXPERIENCE

DEPARTURE 67% (4/6)

87. Were there any formal systems in place to capture your feedback (in house survey, online customer satisfaction surveys, etc.)?	0/1	No
88. Name or describe the person who served you? (This field is applicable if you interacted with a different person during the departure process) If not applicable please place N/A in field.		F2

89. Did any of the staff enquire about your meal prior to your departure?	1/1	Yes
90. Was anything said or done to encourage a return visit?	0/1	No
91. Were you offered a pleasant parting comment?	1/1	Yes
92. Was your account processed efficiently?	1/1	Yes
93. Were you issued with a receipt / tax invoice? *	1/1	Yes

94. PLEASE EXPLAIN YOUR RESPONSES TO THE ABOVE QUESTIONS:

After the table was cleared of dessert, F1 offered tea or coffee. We declined. Our water glasses were refilled, which indicated to us that we were welcome to sit and enjoy the view for longer.

After a few minutes, we went to the reception desk and were immediately approached by F2. She promptly and accurately processed our account. F2 had a pleasant and courteous manner. She did not encourage a return visit, but wished us a good afternoon upon leaving.

SUMMARY

95. HOW WERE THE EXPECTATIONS FOR YOUR VISIT GAINED (I.E. WORD OF MOUTH, WEBSITES VISITED, PHONE ENQUIRY, PREVIOUS EXPERIENCE, ETC)

The expectations for our visit were gained via the website and the telephone conversation with M1.

96. Were your expectations met? *	1/1	Yes
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97. PLEASE EXPLAIN YOUR ANSWER (I.E. EXPECTATION MET, EXCEEDED, NOT MET, DIFFERENT AND WHY)

Our expectations were met. The location on the waterfront was superb. The presentation of the restaurant was visually appealing. We received professional service. The food was cooked to perfection, and was delicious, interesting and well presented.

98. Did the experience represent value for money? *	1/1	Yes
90. Would you recommend this experience to others? *	1/1	Yes
100. Would you come back again? *	1/1	Yes

101. PLEASE LIST ANY OTHER COMMENTS ABOUT YOUR VISIT?

Having never dined at a Japanese-style restaurant before, I was not sure what to expect. There was a large choice of dishes. The restaurant staff were very helpful and answered all of our questions about the ingredients used. The food was superb. Thank you for a wonderful dining experience.

Please enter your overall 'holistic' score between 1-10 (where 1 is poor and 10 is excellent) for each section of the survey.

OVERALL QUALITATIVE RESULTS 86% (43/50)

102. Overall quality of the Pretrip experience (includes Planning / Enquiry / Booking, Collateral Website & 9/10 Brochures):		9
103. Overall quality of the Arrival Experience (includes Access / Signage / Parking, First Impressions / Checkin / Ticketing)	8/10	8
104. Overall quality of the Physical Amenity (includes Presentation and Amenities):	8/10	8
105. Overall quality of the Food and Beverage experience:	10/10	10
106. Overall quality of the Departure experience:	8/10	8

*** PLEASE NOTE QUESTIONS DISPLAYING AN ATERISK AT THE END DO NOT CONTRIBUTE TO THE OVERALL SCORE.**