

The Restaurant Satisfaction Scorecard

8 numbers, tracked monthly, that tell you whether guests are happy enough to come back.

1. Pull the counts from your review platforms, survey tool and guest database at the end of each month.
2. Write each number in the month column. Leave it blank if you don't have it yet.
3. Watch the trend, not any single month. Act on the metric that moves the wrong way first.

Metric	How to calculate	Reference point	Month 1	Month 2	Month 3
1. Average Google rating	Your rating at the end of the month	4.50 average across 1,000+ Bloom network locations (2026)			
2. Share of 1 to 2 star reviews	1 to 2 star reviews ÷ all reviews this month	6.8% of 2026 network reviews (4,631 of 67,732)			
3. Review reply rate	Reviews you replied to ÷ all reviews this month	29.2% of 2026 network reviews got a reply. Aim for every review			
4. Survey response rate	Responses ÷ survey or rating requests sent	Fewer than 1 in 200 Bloom rating requests got a rating (0.48%)			
5. Net Promoter Score (NPS)	% scoring 9 to 10 minus % scoring 0 to 6 (range -100 to +100)	No reliable public restaurant average. Beat your own last quarter			
6. First-time guest 60-day return rate	First-time guests who returned within 60 days ÷ first-time guests	About 1 in 7 first-time guests ever return (Bloom network)			
7. Regulars' average visit gap	Average days between visits for guests with 5+ visits	Your own trend. A growing gap is an early warning			
8. Low scores followed up within 24 hours	Low scores followed up within 24 hours ÷ all low scores	Aim for 100%			

Industry benchmark: the ACSI Restaurant and Food Delivery Study 2026 scored full-service restaurants 82 and quick-service restaurants 79 out of 100 (16,464 completed surveys, April 2025 to March 2026). Bloom reference points come from Bloom Intelligence network data published at bloomintelligence.com. Data from the Bloom network may not be the same for all restaurants. Want the version that calculates for you? Download the Excel scorecard. Full guide: bloomintelligence.com/blog/the-importance-of-restaurant-customer-satisfaction/