



aya

**Office address**

**Unit 10 Western Parkway Business Centre  
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tel: 01 429 9838 fax 01 429 9839

Dr. Barak Pearlmutter  
Hamilton Institute  
NUI  
Maynooth  
Co. Kildare

Dear Dr. Pearlmutter

Thank you for your email received via the Georgina Campbell's Guide site.

I am sorry that you had such a poor experience at aya.

At times, we fail although all of us at aya work extremely hard to ensure that we have the highest quality which we are able to deliver. And the regular customers who support us daily shows that we don't always have "gross, awful when dry until the fish is hard and discoloured at the edges and the rice is little bullets" ...

The food offer on the conveyor is a regular issue at our weekly meetings and yes at times, food stays too long on the conveyor. Further systems have been introduced to allow, hopefully, further improvements to ensure that food quality is better monitored on the conveyor.

As regards the "rude" staff, our waiting staff are selected by our managers on the basis of the interview which much of the criteria is based on their friendliness and experience in dealing with customers in front line work. They are also further trained to encourage customer interaction and maximise their effectiveness in delivering our standard of service which we define as the aya experience for our customers.

We can not expect all our customers to speak well of aya, as much as we would hope. However, I would have liked to at least to have had an opportunity for us to at least deal with parts of your obvious problems / complaints at the time of your visit and we could have heard from you first hand your major issues with aya. Our managers who represent our business are always at hand to learn from customer feed back and to relay back to the owners.

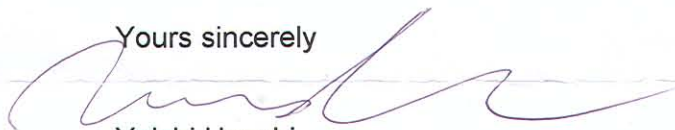
It is clear that you did not approach our staff in relation to your visit (assumption based on the fact that we did not record a complaint on or near the date of your submission), and this is indeed a pity.

I would like first to refund you for your visit, which at least would go somewhat towards rectifying your poor experience. And I would also like to invite you for another visit to aya. Perhaps given your tone, you may not wish to visit us again.

Please contact the undersigned in order that we can process a speedy refund for you.

Thank you for the time you took to convey the quality of your experience to us, and I am sorry again on behalf of all of at aya for such a negative experience.

Yours sincerely



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Managing Director.

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7/10/05