

Example of Mystery Shopper Assessment Tool

Name of Business: _____

Name of Assessor: _____ Date: _____

Assessment Guide

Make your rating of each of the customer service aspects using the following rating scale

1	2	3	4	5
Offensive	Poor	Acceptable	Good	Exceptional

First Impressions

- | | | | | | |
|--|---|---|---|---|---|
| • Welcome - greeting and smile | 1 | 2 | 3 | 4 | 5 |
| • Speed of response to your presence | 1 | 2 | 3 | 4 | 5 |
| • First impression of the entrance of the business | 1 | 2 | 3 | 4 | 5 |
| • First impression of inside the business premises | 1 | 2 | 3 | 4 | 5 |

Communication

- | | | | | | |
|--|---|---|---|---|---|
| • Eye contact and body language | 1 | 2 | 3 | 4 | 5 |
| • Interest in assisting you to find what you want | 1 | 2 | 3 | 4 | 5 |
| • Use of appropriate language - no jargon or slang | 1 | 2 | 3 | 4 | 5 |
| • Overall attitude of salesperson | 1 | 2 | 3 | 4 | 5 |

Merchandising and Layout

- | | | | | | |
|---|---|---|---|---|---|
| • Products clearly displayed and easy to find | 1 | 2 | 3 | 4 | 5 |
| • Layout inspires browsing | 1 | 2 | 3 | 4 | 5 |
| • A pleasant shopping experience | 1 | 2 | 3 | 4 | 5 |
| • Sale, promotion and impulse lines are well ticketed | 1 | 2 | 3 | 4 | 5 |

Meeting Customer Needs

- | | | | | | |
|---|---|---|---|---|---|
| • Level of product knowledge | 1 | 2 | 3 | 4 | 5 |
| • Ability to find solutions that met your needs | 1 | 2 | 3 | 4 | 5 |
| • Use of questioning and listening techniques | 1 | 2 | 3 | 4 | 5 |

Scoring: Please total your ratings: _____ multiply this number by 1.43_____

Other Comments/Recommendations for improvement:

(Please note this example relates to a retail outlet and is by no means comprehensive)

(adapted from Managing Customer Service Seminar Workbook, Department of State Development, Queensland by Bank of IDEAS www.bankofideas.com.au)

Mystery Shop Form Template

Yicheng Fang



Mystery Shop Form Template:

Embracing the Song of Term: An Emotional Symphony within **Mystery Shop Form Template**

In some sort of eaten by screens and the ceaseless chatter of immediate communication, the melodic elegance and psychological symphony created by the written term often fade in to the back ground, eclipsed by the relentless noise and disruptions that permeate our lives. However, located within the pages of **Mystery Shop Form Template** a wonderful literary treasure brimming with raw feelings, lies an immersive symphony waiting to be embraced. Crafted by an outstanding musician of language, that fascinating masterpiece conducts viewers on a psychological journey, skillfully unraveling the concealed tunes and profound affect resonating within each cautiously crafted phrase. Within the depths of the moving analysis, we shall investigate the book is central harmonies, analyze their enthralling publishing type, and submit ourselves to the profound resonance that echoes in the depths of readers souls.

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