

# 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](http://www.bankofideas.com.au))

# Mystery Shop Form Template

**Michael Brown**



**Mystery Shop Form Template:**

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