

# 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))