

SAMPLE MYSTERY SHOP QUESTIONNAIRE

Petro-Convenience

NOTE: It is assumed that not all questions may apply to what you're measuring, and it is expected that inapplicable questions would be removed or replaced with more applicable ones. Any place where the questionnaire references **x** in the question, it is intended for you to put in your own specific operational standard.



Section 1: Outside

1. Was the parking lot properly maintained?

☐ Yes ☐ No

1a. If no, there was (choose all that apply):

- ☐ Debris and garbage in the parking lot
- ☐ Pot holes or damage to the parking lot
- ☐ Other (please explain)

2. If it was dark, was the forecourt adequately lighted?

☐ Yes ☐ No ☐ N/A

3. Did all pumps appear to be in working condition?

☐ Yes ☐ No

3a. If no, (choose all that apply):

- ☐ One or more pumps was not working and identified by out of order signage or pylons
- ☐ One or more pumps was not working with no identification
- ☐ Other (please explain)

4. Were all pump islands properly supplied?

- ☐ Yes ☐ No

4a. If no, which island(s) were not? _____

4b. The pump island was out of (choose all that apply):

- ☐ Washing fluid
- ☐ Squeegee
- ☐ Paper towels
- ☐ Other (please explain)

5. Were the pump island(s) clean?

- ☐ Yes ☐ No

5a. If no, which island(s) were not? _____

5b. There was (choose all that apply):

- ☐ Debris and garbage near the pump island
- ☐ Pump toppers were dirty
- ☐ Fueling handles were dirty
- ☐ Other (please explain)

Section 2: Inside

6. Were you greeted as you entered the store?
- ☐ Yes ☐ No
7. Were the associates wearing the proper uniform?
- ☐ Yes ☐ No
8. Indicate the number of associates present in the store.
- _____
9. Was the inside of the store clean and well maintained?
- ☐ Outside windows
- ☐ Floors clean
- ☐ No unnecessary clutter/equipment in the aisles
- ☐ Shelves clean
- ☐ Windows on refrigerated doors
- ☐ Counters

Section 3: Cashier Interaction

10. How many customers were in line in front of you?.
- _____

11. How long did you wait in line?

☐ No wait

☐ 2 to 3 minutes

☐ Up to 30 seconds

☐ 3 to 4 minutes

☐ 30 seconds to 1 minute

☐ Longer than 4 minutes

☐ 1 to 2 minutes

12. How many cash registers were open?

☐ 1

☐ 3

☐ 2

☐ 4

13. At the counter, did the cashier provide a proper greeting?

☐ Yes

☐ No

14. Once you reached the counter, did the cashier process the transaction within x seconds/minutes?

☐ Yes

☐ No

15. Did the cashier mention a special promotion or loyalty program?

☐ Yes

☐ No

16. Did the cashier make you feel like a valued customer?

☐ Yes

☐ No

Section 4: Digital Readiness - Mobile App

17. Were you able to make an order using the Mobile App?

☐ Yes ☐ No

17a. If no, please explain _____

18. Was your order ready when you arrived at the location?

☐ Yes ☐ No

19. Were your items prepared accurately (as ordered)?

☐ Yes ☐ No

19a. If no, please explain _____

20. Were you able to pay for your order using the Mobile App?

☐ Yes ☐ No

20a. If no, please explain _____

Section 5: In-Store Kiosks

21. Were you able to make an order using the In-Store Kiosk?

☐ Yes ☐ No

21a. If no, please explain _____

22. How many cash registers were open?

☐ Less than 1 minute

☐ 4 to 5 minutes

☐ 2 to 3 minutes

☐ Longer than 5 minutes

23. Were your items prepared accurately (as ordered)?

☐ Yes

☐ No

23a. If no, please explain _____

24. Were you able to pay for your order using the In-Store Kiosk?

☐ Yes

☐ No

24a. If no, please explain _____

Section 6: Facilities

25. Was the public restroom clean?

☐ Yes

☐ No

25a. If no, (choose all that apply):

☐ The floor was dirty

☐ One or more stalls were dirty

☐ The walls were dirty

☐ One or more sinks were dirty

☐ The ceiling was dirty

☐ One or more toilets/
urinals were dirty

26. Was the public restroom well supplied?

☐ Yes ☐ No

26a. If no, (choose all that apply):

- ☐ There was no paper towel or working hand dryer
- ☐ There was no soap
- ☐ There was no toilet paper
- ☐ Other (please explain)

Section 5: Food and Coffee

27. Was the coffee area clean?

☐ Yes ☐ No

27a. If no, (choose all that apply):

- ☐ Coffee spilt and/or coffee stains on counter
- ☐ Sugar spilt on counter
- ☐ Cream and/or milk spilt on counter
- ☐ Other (please explain)

28. Were there at least **x** varieties of coffee available?

☐ Yes ☐ No

29. Was there any coffee equipment out of order?

☐ Yes ☐ No

30. Did the food item you selected have expiration/made-on dates?



☐ Yes ☐ No

30a. If yes, was the item within its expiration date?

☐ Yes ☐ No

31. Did the food offerings look fresh?

☐ Yes ☐ No



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