SAMPLE MYSTERY SHOP QUESTIONNAIRE

Retail

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: Greeting

1. Did a Sales Associate greet you within x seconds of entering the store?



🗌 No

- 2. How many customers were in-store?
- 3. How many Sales Associates were in the store?
- 4. After you began browsing, were you offered assistance within **x** minutes?

Yes	🗌 No
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Yes

Section 2: Sales Associate Interaction

5. Did the Sales Associates concentrate only on serving customers while you were in the store?



🗌 No

5a. If no, the Sales Associates were (choose all that apply):

On a personal call

Texting or using a mobile device

Engaged with friends or co-workers in the store

Cleaning or tidying up the store

Other (please explain)

Did the Sales Associate try to determine your needs with open-6. ended questions?



7. Was the Sales Associate able to answer questions about the products?

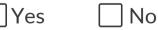


- 7a. If no, which product were they not knowledgeable about? (Please explain)
- 8. Did the Sales Associate appear happy to serve you?

Yes

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9. Did the Sales Associate try to upsell and/or cross-sell you?



9a. If yes, which product were they not knowledgeable about? (Please explain)



10. Did the Sales Associate offer you a dressing room?

Yes	🗌 No
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11. Did the Sales Associate offer to take the product(s) of your choice to the checkout desk?

]Yes 🗌 No

Section 3: Transaction

12. Did the Cashier compliment you on your purchase or engage you in a conversation?

Yes [
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- ٦No
- 13. Did the Cashier suggest any additional item(s)?

Yes	🗌 No
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13a.	If yes,	please	specify

14. Did the Cashier ask for your email address to send you information about sales and/or promotions?

| No Yes

15. Did the Cashier ask you if you were a loyalty club member and/or invite you to join the loyalty program?

Yes	🗌 No
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16. Were you sincerely thanked for your purchase?

No

17. As you were leaving, did an employee thank you for coming into the store?

Yes	🗌 No
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Section 4: Facilities

18. Was the store clean?

Y	'es
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	No

18a. If no, please specify:

The floors were dirty

The doors/windows were dirty

Other, please specify

19. Were all products arranged neatly on the shelves/displays?

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19a. If no, please specify

20. Were all aisles clear of boxes and easy to navigate?





21. Were prices clearly marked on the products/displays?

	Yes		No
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21a. If no, please specify

22. Was the counter and area around the cash desk free of clutter?

Yes	🗌 No
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22a. If no, please specify:

Returned items waiting to be put away

Items on hold were left on the desk/counter

Employees had personal items (phones, food/drinks etc.) on the cash desk

Other, please specify

Section 5: Branding & Promotion

23. Was the current promotional signage posted near the store entrance? (Provide photo of current signage)

Yes	
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🗌 No

23a. If no, please specify:

The current promotional signage was posted elsewhere in the store (please specify where)

No promotional signage was posted anywhere in the store

Other, please specify



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