

## 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?  
 Yes       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

### Section 2: Sales Associate Interaction

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

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

- Yes       No

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

- Yes       No

7a. If no, which product were they not knowledgeable about?  
(Please explain)

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8. Did the Sales Associate appear happy to serve you?

- Yes       No

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

- Yes       No

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

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

Yes       No

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       No

13. Did the Cashier suggest any additional item(s)?

Yes       No

13a. If yes, please specify

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

Yes       No

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

Yes       No

16. Were you sincerely thanked for your purchase?

Yes       No

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

Yes       No

## Section 4: Facilities

18. Was the store clean?

Yes       No

18a. If no, please specify:

- The counter was dirty
- The floors were dirty
- The doors/windows were dirty
- Other, please specify

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

Yes       No

19a. If no, please specify

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

Yes       No

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

Yes       No

21a. If no, please specify

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

Yes       No

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       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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