

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)

Mystery Shop Form Template

WJ Hussar



Mystery Shop Form Template:

Disciplined Entrepreneurship Workbook Bill Aulet, 2017-04-03 The essential companion to the book that revolutionized entrepreneurship Disciplined Entrepreneurship Workbook provides a practical manual for working the 24 step framework presented in Disciplined Entrepreneurship Unlocking key lessons and breaking down the steps this book helps you delve deeper into the framework to get your business up and running with a greater chance for success You'll find the tools you need to sharpen your instinct engage your creativity work through hardship and give the people what they want even if they don't yet know that they want it Real world examples illustrate the framework in action and case studies highlight critical points that can make or break you when your goal is on the line Exercises and assessments help you nail down your strengths while pointing out areas that could benefit from reinforcement because when it comes to your business good enough isn't good enough better is always better Disciplined Entrepreneurship transformed the way that professionals think about starting a company and this book helps you dig into the proven framework to make your business dreams a reality Delve deeper into the 24 steps to success Innovate persevere and create the product people want Internalize lessons learned from real world entrepreneurs Test your understanding with exercises and case studies The book also includes new material on topics the author has found to be extremely useful in getting the most value out of the framework including Primary Market Research Windows of Opportunity and Triggers The book also introduces the Disciplined Entrepreneurship Canvas to track your progress on this journey Starting a company is a serious undertaking with plenty of risk and sacrifice to go around so why not minimize the risk and make the outcome worth the sacrifice Author Bill Aulet's 24 step framework is proven to build a successful business the key is in how well you implement it Disciplined Entrepreneurship Workbook helps you master the skills tools and mindset you need to get on your path to success

Exceptional Customer Service Lisa Ford, David McNair, William Perry, 2009-08-18 When the going's tough companies that survive will be those that build the greatest loyalty by exceeding expectations Yet too often companies ignore their customers needs and wants Today industries like airlines retail businesses and restaurants are feeling consumer pushback With new updated examples from more than fifty companies from Chik Fil A restaurants to the Ritz Carlton hotel chain to online retailer Zappos.com this book shows managers how to go from so-so service to amazing service In today's market customer service is a key competitive advantage This book shows you how to expand your customer base when the industry is shrinking use new media to reach consumers and make a lasting great impression on customers When businesses are fighting to survive creating a great experience for customers isn't just important it's essential

Service Management and Marketing Principles Jay Kandampully, David J. Solnet, 2024-06-07 This book explores the service economy and challenges that all organizations face as goods and services make way for a world where customers B2C and businesses B2B seek seamless thoughtful and exceptional experiences This book introduces readers to a range of interrelated topics and the application of service management and marketing theories

which are fundamentally critical to the success of all enterprises seeking competitive advantage through enhanced customer experience This book analyses management and marketing challenges in the service and experience economy and provides insights into how marketers and managers can strike a balance between supply demand price and quality and leverage technology for operational efficiency and to better manage customer service and expectations Through the coverage of critical foundational topics from how value is created the evolution of global economies from goods services to experiences foundations of customer centric management managing service workers integrating human touch with high tech service and many others the authors provide a holistic understanding of management in a complex globally interconnected world This book will be useful for students researchers and instructors of business management marketing commerce and economics It will also be of interest to professionals working in healthcare retail financial services government hospitality leisure tourism and other services *Management Research* Susan Rose,Nigel Spinks,Ana Isabel Canhoto,2023-12-05 Management

Research Applying the Principles of Business Research Methods supports new researchers on every step of the research journey from defining a project to communicating its findings as well as balancing the technical aspects of research with the management of the project itself Structured around the key stages of a research project the text reflects the richness and diversity of current business and management research both in its presentation of methods as well as its choice of examples drawn from different industries and organizations This book explains the design selection development and implementation of appropriate research strategies in different management contexts and disciplines providing practical guidance to the new researcher in carrying out ethical and inclusive research in today s organizational and business environments whilst also introducing a range of research methods and techniques Each chapter includes learning outcomes and in chapter call out boxes with real life research examples to illustrate concepts and provide basis for discussion as well as next steps activities to help readers apply the content to their own live research projects This second edition has been updated throughout to include the following Enhanced pedagogical features such as discussion questions and online quizzes New international examples and research in practice cases Greater emphasis on topics such as diversity and inclusion through the research process data collection and privacy digitalisation and the process of writing up research Management Research provides essential reading for undergraduate and postgraduate students undertaking a dissertation thesis or research project as well as professionals currently practising in the field Extensive instructor and student resources support the work online including an instructor s manual PowerPoint lecture slides a question bank and downloadable MS Excel and SPSS data sets

Ecstatic Occasions, Expedient Forms David Lehman,1987 *Microsoft Word 2003* Jennifer A Duffy,Carol M. Cram,2004-04 Help users master computer skills quickly and easily with this colorful highly visual Illustrated Course Guide for Word 2003 Lessons are presented in an easy to follow 2 page spread that introduces step by step instructions on the left page and large screenshots and illustrations on the right This signature streamlined approach allows continuing education

students learn quickly while also serving as an excellent reference tool *Production Facilities Handbook* ,1949 *The Engineer* ,1883 *Dyad Leadership in Healthcare* Kathleen Sanford,2015-01-07 Healthcare leaders are facing major change in how healthcare is delivered as we move from fee for service payment models to pay for value Physicians and hospitals are evolving from separate financial entities with relationships varying from customers workshops to competitors to unified systems Government policy maker payers and hordes of consultants advise hospitals to increase physician leadership in all parts of the system However few have proposed how this can be done when the gaps between hospitals and physicians are so wide Physicians do not trust healthcare leaders lack leadership and teamwork skills and have little knowledge of how systems work Some hospital leaders are working to overcome these gaps by setting up dyad leadership teams consisting of a physician and an experienced manager leader The physician member of the team helps with the first gap the nurse or other dyad partner is important to manage the other gaps Until now with the publication of *Dyad Clinical Leadership* there has not been a source to help clinical dyad partners learn and understand how to work together in this emerging management model Kathleen D Sanford DBA RN CENP FACHE Senior Vice President and Chief Nursing Officer at Catholic Health Initiatives CHI builds on CHI s success with this unique playbook for the model *Apple Library Users Group Newsletter* ,1991 **The Girl's Own Annual** ,1890 **Nibble** ,1992 **InCider** ,1990 **American Machinist** ,1883 Using Microsoft Works 3.0 James E. Shuman,Heidi Sewall,1994 *Quirk's Marketing Research Review* ,2008 Harper's New Monthly Magazine Henry Mills Alden,1882 Harper s informs a diverse body of readers of cultural business political literary and scientific affairs *Harper's New Monthly Magazine* ,1882 **Frank Leslie's Pleasant Hours** ,1878 Ballou's Dollar Monthly Magazine ,1878

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. 1. Wile?
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