

## GOLF COURSE \* SECRET SHOPPER EVALUATION

**Location Name:** \_\_\_\_\_

**Date/Time of visit:** \_\_\_\_\_

**Name of Associate/Assistant:** \_\_\_\_\_

Rate the service that you received for each of the items based on the following scale:  
1 = Poor to 5 = Excellent

**Item/Description** **Rating (circle one)**

Facilities

- |  |   |   |   |   |   |
|--|---|---|---|---|---|
| 1. Was the outside appearance attractive – curb appeal?        | 1 | 2 | 3 | 4 | 5 |
| 2. Did the outside areas to be clean? (sidewalks, parking lot) | 1 | 2 | 3 | 4 | 5 |
| 3. Pleasant and attractive décor?                              | 1 | 2 | 3 | 4 | 5 |
| 4. Courtesy of the personnel?                                  | 1 | 2 | 3 | 4 | 5 |
| 5. Variety of Merchandise offered?                             | 1 | 2 | 3 | 4 | 5 |
| 6. Price of the merchandise?                                   | 1 | 2 | 3 | 4 | 5 |

Food and Drink Concession

- |   |   |   |   |   |   |
|---|---|---|---|---|---|
| 1. The appearance?                                | 1 | 2 | 3 | 4 | 5 |
| 2. Cleanliness of the restaurant/concession area? | 1 | 2 | 3 | 4 | 5 |
| 3. Courtesy of the staff?                         | 1 | 2 | 3 | 4 | 5 |
| 4. Quality of the Service?                        | 1 | 2 | 3 | 4 | 5 |
| 5. Quality of the food served?                    | 1 | 2 | 3 | 4 | 5 |
| 6. Variety of the menu offered?                   | 1 | 2 | 3 | 4 | 5 |
| 7. Price of the food?                             | 1 | 2 | 3 | 4 | 5 |

Golf Course

- |  |   |   |   |   |   |
|--|---|---|---|---|---|
| 1. The cleanliness of the clubhouse restroom?              | 1 | 2 | 3 | 4 | 5 |
| 2. Overall quality of the putting green?                   | 1 | 2 | 3 | 4 | 5 |
| 3. Cleanliness of the course restroom?                     | 1 | 2 | 3 | 4 | 5 |
| 4. Overall quality of the tee boxes?                       | 1 | 2 | 3 | 4 | 5 |
| 5. Overall quality of the fairways?                        | 1 | 2 | 3 | 4 | 5 |
| 6. Overall quality of the greens?                          | 1 | 2 | 3 | 4 | 5 |
| 7. Overall quality of the roughs?                          | 1 | 2 | 3 | 4 | 5 |
| 8. Overall playability of the course?                      | 1 | 2 | 3 | 4 | 5 |
| 9. Effectiveness and condition of the golf course signage? | 1 | 2 | 3 | 4 | 5 |
| 10. Overall maintenance level of the golf course?          | 1 | 2 | 3 | 4 | 5 |
| 11. Overall quality of the sand traps?                     | 1 | 2 | 3 | 4 | 5 |
| 12. Overall quality of the water hazards?                  | 1 | 2 | 3 | 4 | 5 |
| 13. Condition of your golf or pull cart?                   | 1 | 2 | 3 | 4 | 5 |
| 14. Availability if drinking water on the golf course?     | 1 | 2 | 3 | 4 | 5 |

- |  |   |   |   |   |   |
|--|---|---|---|---|---|
| 15. Availability and condition of ball washers?          | 1 | 2 | 3 | 4 | 5 |
| 16. Availability of shoe scrapers and trash receptacles? | 1 | 2 | 3 | 4 | 5 |
| 17. Availability and placement of benches?               | 1 | 2 | 3 | 4 | 5 |
| 18. Overall quality of the landscaping?                  | 1 | 2 | 3 | 4 | 5 |
| 19. Price of green fees?                                 | 1 | 2 | 3 | 4 | 5 |
| 20. Price of cart fees?                                  | 1 | 2 | 3 | 4 | 5 |
| 21. Overall experience?                                  | 1 | 2 | 3 | 4 | 5 |

Total Score: \_\_\_\_\_

Your name: \_\_\_\_\_

Approximate time spent: \_\_\_\_\_

DRAFT