

SECRET SHOPPER EVALUATION – LODGING

Lodging Name: _____

Date/Time of visit: _____

Date/Time of phone call: _____

Lodging Employee Name: _____

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

Phone Call

- 1.) Reservation call answered within 5 rings 1 2 3 4 5
- 2.) Greeting included greeting, (good morning, afternoon, evening, thank your for calling etc.) name of lodging facility, employee name and offer of assistance 1 2 3 4 5
- 3.) (If applicable) Permission requested to place call on hold; guest was thanked for holding 1 2 3 4 5
- 4.) Employee spoke in a clear, positive tone; guest did not have to repeat themselves 1 2 3 4 5
- 5.) Employee asked if you have stayed here before 1 2 3 4 5
- 6.) Employee informed the caller of at least 2 selling points (wireless, pool, breakfast, firepit, grill, outdoor amenities) 1 2 3 4 5
- 7.) Employee asked how many in party and offered at least 2 lodging types 1 2 3 4 5
- 8.) Once making reservation employee asked for email address 1 2 3 4 5
- 9.) Employee asked for company name if given corp. discount 1 2 3 4 5
- 10.) Employee confirmed the reservation details including the number of nights – informed room is non-smoking. 1 2 3 4 5
- 11.) Employee listened well to guest and was knowledgeable about rates, room types and other lodging information 1 2 3 4 5
- 12.) When asked, employee provided accurate directions to the lodging facility 1 2 3 4 5

13.) Employee asked if there was anything else they could help you with. Offered for any additional information to check our website 1 2 3 4 5

Total Score for the Phone Call _____

CHECK IN PROCEDURE

1.) When front desk was approached, employee was readily available, or there was a prominently displayed sign instructing guests how to contact employees 1 2 3 4 5

2.) Employee acknowledged guest immediately, even if they were preoccupied 1 2 3 4 5

3.) Wait was less than 4-minutes to be attended 1 2 3 4 5

4.) Employees were neatly attired and well-groomed with nametag and logo Visible 1 2 3 4 5

5.) Employee gave friendly greeting and maintained positive body language and eye contact throughout check-in process 1 2 3 4 5

6.) Reservation was accurate; rate, room type, number of nights were confirmed 1 2 3 4 5

7.) Employee determined method of payment 1 2 3 4 5

8.) Employee asked if the guest was a member of the Rewards program (applies to hotels). 1 2 3 4 5

9.) Employee explained breakfast hours and location, pool location and hours and vending and ice location 1 2 3 4 5

10.) Room number was silently provided by presenting the key card in an insert holder, card or envelope with the room number written on it (not on key). Room number not stated aloud 1 2 3 4 5

11.) Entire process took 5 minutes or less 1 2 3 4 5

12.) Employee gave their name and stated if they needed anything else to let them know 1 2 3 4 5

Total Score for Check in Procedure _____

MISCELLANEOUS

- 1.) Employees, other than at check-in, were well groomed, neatly attired, consistent in dress. Name tag was visible, logo was present 1 2 3 4 5

- 2.) Employees encountered during stay extended a verbal greeting or a smile, made eye contact and displayed positive body language 1 2 3 4 5

- 3.) Wake-up call was handled properly and received the next day 1 2 3 4 5

- 4.) If guest room was found unacceptable, change was handled properly 1 2 3 4 5

- 5.) When asked about Restaurants in the area were they helpful? 1 2 3 4 5

- 6.) When asked, accurate directions to somewhere in the area were provided 1 2 3 4 5

- 7.) Throughout your stay, did the staff make you feel welcome? 1 2 3 4 5

- 8.) Overall, did the staff seem to enjoy their jobs? 1 2 3 4 5

Total Score for Misc _____

GUEST ROOM

- 1.) Guest room created a good first impression – neat, clean, pleasant smell 1 2 3 4 5
- 2.) Entry door, connecting door, bathroom door, and all frames in good condition; door locks worked completely and easily 1 2 3 4 5
- 3.) Adequate lighting provided throughout bedroom; all light fixtures functioned Properly 1 2 3 4 5
- 4.) Coffee maker was in good condition and clean. Supplies were fully stocked. 1 2 3 4 5
- 5.) Refrigerator was in good condition and clean. 1 2 3 4 5
- 6.) Microwave (if applicable) was in good condition and clean. 1 2 3 4 5
- 5.) Heater and air conditioning unit worked properly at all settings, air came out Fresh 1 2 3 4 5
- 6.) Television and remote functioned properly; had good reception. 1 2 3 4 5
- 7.) Adequate lighting provided in bathroom; all light fixtures functioned properly 1 2 3 4 5
- 8.) Water temperature was easy to regulate, sufficient hot water and water pressure in both the bath/shower and the sink 1 2 3 4 5
- 9.) Towel racks were in good condition; neatly folded and Presented 1 2 3 4 5
- 10.) Larger bath/deodorant soap and smaller facial soap were available at the sink and/or tub 1 2 3 4 5
- 11.) Guest room furnishings, fixtures and equipment were clean and free of dirt, smudges and stains 1 2 3 4 5
- 12.) Guest bedroom and bathroom trashcans and drawers were clean and free of trash or debris 1 2 3 4 5

- 13.) Window tracks were clean and free of insects, dust and debris 1 2 3 4 5

- 14.) Bed linens, mattress and pillows were clean and free of hair and stains 1 2 3 4 5

- 15.) Bathroom floor, walls, ceiling, lighting fixtures and mirrors were clean and free of hair, smudges and stains 1 2 3 4 5

- 16.) Bathroom sink and counter were clean and free of hair, dust and stains 1 2 3 4 5

- 17.) Bathtub, tub bottom, tile and shower curtain were clean and free of mildew, hair, stains and cleaning residue 1 2 3 4 5

- 18.) Toilet and fixtures were clean and free of hair, spots and stains 1 2 3 4 5

- 19.) Towels were fresh, clean and free of hair and stains; neatly presented 1 2 3 4 5

- 20.) Mattress was comfortable 1 2 3 4 5

- 21.) How would you rate the overall cleanliness of the guest room? 1 2 3 4 5

Total Score for Guest room/ Cabin _____

BREAKFAST

1.) Breakfast presentation and dining area were pleasing to the eye 1 2 3 4 5

2.) If seating was available, it was in good condition 1 2 3 4 5

3.) Adequate supply of disposable plates, bowls, juice cups, and utensils were Available 1 2 3 4 5

5.) Food, coffee, juice or other drinks were fresh, of good quality and served at the appropriate temperature 1 2 3 4 5

6.) Dining areas were clean and free of crumbs, debris, 1 2 3 4 5

7.) How would you rate the overall breakfast? 1 2 3 4 5

Total score for Breakfast _____

Security (50)

CHECK OUT PROCESS

- 1.) Guest was immediately greeted with a smile, eye contact and positive body Language 1 2 3 4 5

- 2.) Wait was less than 2-minutes to be attended to 1 2 3 4 5

- 3.) Employee inquired if they were a member of our rewards program (hotels) 1 2 3 4 5

- 4.) Employee inquired how your stay was 1 2 3 4 5

- 5.) Disputes / issues / unsatisfactory experience, if applicable, handled Appropriately 1 2 3 4 5

- 6.) Room and all others charges on the bill were correct 1 2 3 4 5

- 7.) Entire process took 5-minutes or less 1 2 3 4 5

- 8.) Thanks or parting remarks offered upon completion 1 2 3 4 5

- 9.) Based on this experience, what would be your intent to return? 1 2 3 4 5

Total Score for Check Out Process _____

Company Website

1. Were you able to find the website by doing a Google search? 1 2 3 4 5
2. Is the website easy to navigate? 1 2 3 4 5
3. Were you able to find the information on the website that you were looking for? 1 2 3 4 5
4. What was your overall impression of the website? 1 2 3 4 5

Total score for Company website _____