

RETAIL * SECRET SHOPPER EVALUATION

Store name: _____

Date/Time of visit: _____

Sales associate: _____

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)				
<u>General</u>					
1. Does the store look inviting?	1	2	3	4	5
2. Were you greeted immediately?	1	2	3	4	5
3. Was the greeting friendly?	1	2	3	4	5
4. Was the store neat and clean?	1	2	3	4	5
5. Is the store stroller friendly?	1	2	3	4	5
6. Are the dressing rooms clean?	1	2	3	4	5
7. Are the displays maintained?	1	2	3	4	5
8. Is it easy to locate the prices of the merchandise?	1	2	3	4	5
<u>Associates</u>					
1. Were the employees dressed in a professional manner?	1	2	3	4	5
2. Did he/she treat you in a professional manner?	1	2	3	4	5
3. Did he/she offer to assist you during your visit?	1	2	3	4	5
<u>Telephone</u>					
1. Did the associate identify the store?	1	2	3	4	5
2. Was the phone answered in a timely manner?	1	2	3	4	5
3. Was the conversation professional and courteous?	1	2	3	4	5
<u>Sales Ability</u>					
1. Did the salesperson attempt to close the sale?	1	2	3	4	5
2. Were you told about upcoming sales or given any other reason to return?	1	2	3	4	5
3. Did the salesperson suggest additional items to compliment your purchase?	1	2	3	4	5
<u>Customer relations</u>					
1. Long wait to pay for your purchase?	1	2	3	4	5
2. Was the associate proficient in using the credit?	1	2	3	4	5
3. Card machine/cash register?	1	2	3	4	5
4. Were you thanked for shopping?	1	2	3	4	5
5. Were you invited to return?	1	2	3	4	5
<u>Overall Summary</u>					
1. Would you return to this store?	1	2	3	4	5
2. Were the prices reasonable?	1	2	3	4	5
3. Was the service good?	1	2	3	4	5

4. Are the store hours convenient?

1 2 3 4 5

Restrooms

1. Are restroom facilities easily accessible?

1 2 3 4 5

2. Are restrooms neat and clean?

1 2 3 4 5

3. Are restrooms maintained often?

1 2 3 4 5

Total Score: _____

Your name: _____

Approximate time spent in the store: _____

Items Purchased: _____

Total Dollar Amount Spent: _____

Did you use any coupons or shop during a sale: _____

Your Attire: _____

Additional Thoughts or Comments: _____

