



Sample Petro-Convenience Mystery Shopper Questionnaire

If you're interested in creating a mystery shopping program for your locations, talk to one of our experts about IntouchShop:

<https://www.intouchinsight.com/shop-inquiry>.

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** amount of time, it is intended for you to put in your own specific operational time standard.

Outside

1. Was the parking lot properly maintained?
 - a. Yes
 - b. No
 - i. If no, there was (choose all that apply):
 1. Debris and garbage in the parking lot
 2. Pot holes or damage to the parking lot
 3. Other (please explain)
2. Were all pumps in working condition?
 - a. Yes
 - b. No
 - i. If no, (choose all that apply):
 1. One or more pumps was not working and identified by out of order signage or pylons
 2. One or more pumps was not working with no identification
 3. Other (please explain)
3. Was the pump island properly supplied?
 - a. Yes
 - b. No
 - i. If no, the pump island was out of (choose all that apply):



1. Washing fluid
2. Squeegee
3. Paper towels
4. Other (please explain)

4. Was the pump island clean?

- a. Yes
- b. No

i. If no, there was (choose all that apply):

1. Debris and garbage near the pump island
2. Pump toppers were dirty
3. Fueling handles were dirty
4. Other (please explain)

Greeting

5. Were you greeted as you entered the store?

- a. Yes
- b. No

6. Were the associates wearing the proper uniform?

- a. Yes
- b. No

7. Indicate the number of associates present in the store.

Cashier Interaction

8. How many customers were in line in front of you?

9. How long did you wait in line?

- a. No wait
- b. Up to 30 seconds
- c. 30 seconds to 1 minute
- d. 1 to 2 minutes
- e. 2 to 3 minutes
- f. 3 to 4 minutes
- g. Longer than 4 minutes

10. How many cash registers were open?

- a. 1



- b. 2
- c. 3
- d. More than 3

11. At the counter, did the cashier provide a proper greeting?

- a. Yes
- b. No

12. Once you reached the counter, did the cashier process the transaction within **x** seconds/minutes?

- a. Yes
- b. No

13. Did the cashier mention a special promotion or loyalty program?

- a. Yes
- b. No

14. Did the cashier make you feel like a valued customer?

- a. Yes
- b. No

Digital Readiness

Mobile App

15. Were you able to make an order using the Mobile App?

- a. Yes
- b. No
 - i. If no, please explain

16. Was your order ready when you arrived at the location?

- a. Yes
- b. No

17. Were your items prepared accurately (as ordered)?

- a. Yes
- b. No
 - i. If no, please explain

18. Were you able to pay for your order using the Mobile App?

- a. Yes



- b. No
 - i. If no, please explain

In-Store Kiosks

- 19. Were you able to make an order using the In-Store Kiosk?
 - a. Yes
 - b. No
 - i. If no, please explain
- 20. How long did it take to receive your order?
 - a. Less than 1 minute
 - b. 2 to 3 minutes
 - c. 4 to 5 minutes
 - d. Longer than 5 minutes
- 21. Were your items prepared accurately (as ordered)?
 - a. Yes
 - b. No
 - i. If no, please explain
- 22. Were you able to pay for your order using the In-Store Kiosk?
 - a. Yes
 - b. No
 - i. If no, please explain

Facilities

- 23. Was the public restroom clean?
 - a. Yes
 - b. No
 - i. If no, (choose all that apply):
 - 1. The floor was dirty
 - 2. The walls were dirty
 - 3. The ceiling was dirty
 - 4. One or more toilets/urinals were dirty
 - 5. One or more stalls were dirty
 - 6. One or more sinks were dirty
- 24. Was the public restroom well supplied?



- a. Yes
- b. No
 - i. If no, (choose all that apply):
 1. There was no paper towel or working hand dryer
 2. There was no soap
 3. There was no toilet paper
 4. Other (please explain)

Food and Coffee

25. Was the coffee area clean?

- a. Yes
- b. No
 - i. If no, (choose all that apply):
 1. Coffee spilt and/or coffee stains on counter
 2. Sugar spilt on counter
 3. Cream and/or milk spilt on counter
 4. Other (please explain)

26. Were there at least **x** varieties of coffee available?

- a. Yes
- b. No

27. Was there any coffee equipment out of order?

- a. Yes
- b. No

28. Did the food item you selected have expiration/made-on dates?

- a. Yes
 - ii. If yes, was the item within its expiration date?
 1. Yes
 2. No
- b. No

29. Did the food offerings look fresh?

- a. Yes
- b. No

Learn more by getting [in touch](#) with one of our mystery shopping experts.