



Sample Retail 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.

Greeting

1. Did a Sales Associate greet you within **x** seconds of entering the store?
 - a. Yes
 - b. No
2. How many customers were in store?
3. After you began browsing, were you offered assistance within **x** minutes?
 - a. Yes
 - b. No

Sales Associate Interaction

4. Did the Sales Associate concentrate only on serving customers while you were in the store?
 - a. Yes
 - b. No
 - i. The Sales Associate was: (choose all that apply)
 1. On a personal call
 2. Texting or using a mobile device
 3. Engaged with friends or co-workers in the store
 4. Cleaning or tidying up the store
 5. Other (please explain)



5. Did the Sales Associate try to determine your needs with open-ended questions?
 - a. Yes
 - b. No

6. Was the Sales Associate able to answer questions about the products?
 - a. Yes
 - b. No
 - i. Which product were they not knowledgeable about? (Please explain)

7. Did the Sales Associate appear happy to serve you?
 - a. Yes
 - b. No

8. Did the Sales Associate try to upsell and/or cross-sell you?
 - a. Yes
 - i. If yes, please specify
 - b. No

9. Did the Sales Associate offer to take the product of your choice to the cash desk?
 - a. Yes
 - b. No

Transaction

10. Did the Cashier compliment you on your purchase or engage you in a conversation?
 - a. Yes
 - b. No

11. Did the Cashier suggest any additional item(s)?
 - a. Yes
 - i. If yes, please specify
 - b. No

12. Did the Cashier ask for your email address to send you information about sales and/or promotions?
 - a. Yes



b. No

13. Did the Cashier ask you if you were a loyalty club member and/or invite you to join the loyalty program?

a. Yes

b. No

14. Were you sincerely thanked for your purchase?

a. Yes

b. No

15. As you were leaving, did an employee thank you for coming into the store?

a. Yes

b. No

Facilities

16. Was the store clean?

a. Yes

b. No

i. If no, please specify

1. The counter was dirty

2. The floors were dirty

3. The doors/windows were dirty

4. Other, please specify

17. Were all products arranged neatly on the shelves/displays?

a. Yes

b. No

i. If no, please specify

18. Were prices clearly marked on the products/displays?

a. Yes

b. No

i. If no, please specify

19. Was the counter and area around the cash desk free of clutter?

a. Yes

b. No

- i. If no, please select the appropriate response(s)



- 1. Returned items waiting to be put away
- 2. Items on hold were left on the desk/counter
- 3. Employees had personal items (phones, food/drinks etc.) on the cash desk
- 4. Other, please specify

Branding & Promotions

20. Was the current promotional signage posted near the store entrance?

(Provide photo of current signage)

a. Yes

b. No

- i. If the current promotional signage was not posted near the store entrance, please select the appropriate response
 - 1. The current promotional signage was posted elsewhere in the store (please specify where)
 - 2. No promotional signage was posted anywhere in the store
 - 3. Other, please specify

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