



GUIDE:

WHAT SHOULD YOUR MYSTERY SHOPPING SCORES BE?

SET A TARGET

85%

Not sure where to start? We recommend setting an initial target of 85% compliance across locations.

HAVE A GOAL

As you measure performance overtime, 90% is typically a strong indicator of employee compliance against standards.

90%



DISCLAIMER

Beware of achieving high scores so quickly as this could mean you're asking the wrong questions or it may be time to measure another area of your operations.

EVALUATE RESULTS

Does your program ask the right questions? Are you measuring the right areas of your operations?



IMPROVE SCORES

95%

Once you're measuring the right areas, you can work towards higher scores meaning improved performance against standards!

OPTIMIZE PROGRAM

Annually re-evaluate program objectives and adjust accordingly by measuring areas you haven't paid a lot of attention to or areas that are underperforming.