



MYSTERY SHOPPER



MEASURING THE CUSTOMER EXPERIENCE

When evaluating the customer experience, it's key to measure what matters. Most mystery shopper reports ask the shopper 50-100 questions about their experience; this is too much information and the key feedback often gets lost in the details.

Here's a sample mystery shopper report we've created:

Did our people go out of their way to put a smile on your face?									
1	2	3	4	5	6	7	8	9	10
Not even close								In a big way!	
Please tell...									
Did our people influence your sale and/or experience?									
1	2	3	4	5	6	7	8	9	10
Not even close								In a big way!	
Please tell...									
Did our people give you a reason to return?									
1	2	3	4	5	6	7	8	9	10
Not even close								In a big way!	
Please tell...									

It's only three questions, but those three questions get to the core mission of the business!

**List three major promises you want to deliver to your customers.
Try to turn them into mystery shop questions.**

Example: I want to deliver an incredible meal to every guest. Question: Did the meal supersede your expectations?

Be sure to track this feedback on the dashboard we showed you earlier, and address any patterns before they become long-term issues.