



MYSTERY SHOPPER TEMPLATE

Name of Venue	< please input the name of the venue being assessed here >	First Impressions < record your initial first impressions about the venue in as much detail as you can> e.g. bustling and fast paced, dark and gloomy, modern setup, traditional and homely, etc.
Date of Visit	< enter the date of your visit >	
Time of Visit	< enter the exact time of your visit >	
Name of Mystery Shopper	< please input the name(s) of the mystery shopper(s) >	
Weather Conditions:	< what are the weather conditions during your visit >	
Number of Patrons in Venue	< please estimate the number of patrons in the venue when you visited >	
Demographic of Patrons:	< e.g. young professionals, families with children, 35+ y/o tradesmen >	
Foot Traffic	< estimate the foot traffic during your visit, e.g. steady 4 pax per 10 mins >	
Service Style	< e.g. full service, bar counter, grab and go, etc. >	

Please rate your experience in each category (1 being poor and 5 being excellent)		Briefly explain why you rated each category the way you did
First Impressions		
Wayfinding / Entry Signage	1 2 3 4 5	< Was the venue entrance easy to find? >
Entrance and External Lighting	1 2 3 4 5	< Did the venue look open and visually appealing from the street? >
Hosting - Meet and Greet	1 2 3 4 5	< Were you met quickly with a smile and greeting when you entered the venue? >
Staff and Service Quality		
Product Knowledge of the Staff	1 2 3 4 5	< Ask the staff member attending to you for a recommendation or product information >
Upselling	1 2 3 4 5	< Did the staff recommend that you add a drink or complementary sides to your order? Did he/she recommend a premium upgrade? >
Attentiveness	1 2 3 4 5	< Were the staff members attentive? Did they check in on you and ask if everything is alright? >
Clearing	1 2 3 4 5	< Were empty plates and glasses cleared from your table in a timely manner? >
Attire	1 2 3 4 5	< Were the staff members appropriately dressed? Did their attire fit the theme of the venue? >
Culture	1 2 3 4 5	< Did the staff team work well together? Did they appear happy? >
Management	1 2 3 4 5	< Can you tell who was in charge? Were appropriate directions given to the staff? >
Food and Drinks		
Drink Quality	1 2 3 4 5	< Was it as expected? How did it taste? Was the serve size correct? How was the presentation? >
Food Quality	1 2 3 4 5	< Did the food fit its description in the menu? How was the portion size? Did it meet, fail or exceed your expectations? Please explain in detail if possible >

Menu Item Availability	1	2	3	4	5	< Was any item on the menu unavailable? If so, was there an explanation from the staff? >
Value for Money	1	2	3	4	5	< Did you feel that you got what you paid for? Were the prices reasonable, too high or too low? Would you pay this price again if you were to return? >
Ambience						
Lighting	1	2	3	4	5	< Was the lighting too dark or too bright for the time of the day? Does it set the correct mood? >
Music	1	2	3	4	5	< Was the music the right style and played at the right volume? Did you like it? >
Temperature	1	2	3	4	5	< Was the temperature within the venue too hot, too cold or just right? >
Washroom	1	2	3	4	5	< Was the washroom pleasant and clean? Did you have to wait to use it? >
Cleanliness	1	2	3	4	5	< Is the venue clean and tidy overall? Include floors, tables, windows, etc. >
Others						
Checkout	1	2	3	4	5	< Is the payment process quick and easy? Did you have to initiate the bill payment process? >

Overall Impression and Other Comments
< Please rate your overall experience. List any highlights or failings. What are your recommendations to improve the venue? >