

Emporia Main Street's Secret Shopper Form

Name of Business _____

Date of Visit _____ Time of Visit _____

Name(s) or Descriptions of Individuals worked with: _____

Store Exterior Grade

Perfect.....Needs Serious Attention

Cleanliness?	5	4	3	2	1
Lighting?	5	4	3	2	1
Windows?	5	4	3	2	1
Exterior Display?	5	4	3	2	1
Can you tell what the store sells from the exterior?	5	4	3	2	1
Is the exterior enticing?	5	4	3	2	1
Does the exterior convey the brand image of the business?	5	4	3	2	1
Comments _____					

Store Interior Grade

Perfect.....Needs Serious Attention

Cleanliness?	5	4	3	2	1
Lighting?	5	4	3	2	1
Windows?	5	4	3	2	1
Displays?	5	4	3	2	1
Is the business floor plan logical?	5	4	3	2	1
Can you move around easily?	5	4	3	2	1
Does the interior entice you to shop/eat/utilize store services?	5	4	3	2	1
Comments _____					

Friendliness of Staff/Interpersonal Sales Ability

Perfect.....Needs Serious Attention

Were you greeted promptly?	5	4	3	2	1
Was the staff knowledgeable?	5	4	3	2	1
Did staff help you find what you were looking for?	5	4	3	2	1
Did staff answer your questions?	5	4	3	2	1
Were staff members dressed appropriately?	5	4	3	2	1
Was staff attentive to your needs?	5	4	3	2	1
Comments _____					

Convenience

Perfect.....Needs Serious Attention

Do the business hours work with your schedule? 5 4 3 2 1
Are extra services offered that make spending easier? 5 4 3 2 1
What hours would you suggest for this business? _____

What services did you utilize or want to take advantage of? _____

Other Comments _____

What was your favorite aspect of the business?

What could be improved?

Other comments?

Overall rating of business (1-5) _____