

## Sample Mystery Shopping Report Summaries (Narrative)



The following are examples of descriptive and objective summaries from well written mystery shopping reports. The goal is to end up with a play-by-play account from arrival to departure. Note that the vast majority of mystery shopping assignments should not contain subjective comments or feedback in the narrative unless specifically stated or allowed in the instructions.

### SAMPLE FITNESS SALES SHOP

I arrived at the fitness center at 8:40 AM. It was 52 degrees outside, and the front doors were propped open. The front entrance and sidewalk in front of the fitness center were clean and well maintained. The signage was large and visible from the road. There were plenty of parking spaces available.

I entered the fitness center where I was greeted by Sharon. She smiled, made eye contact, and asked how she could help me. I said I was there to find out about what they had to offer. Sharon asked if I had ever been there before which I had not. She asked if I wanted to go on a tour. I had to fill in my name, phone number, and email address on a guest list before we went out on the tour. Sharon used my name several times during the visit. She asked what my goals were like whether or not I was interested in cardio, weights, or classes. I was interested in everything. Sharon asked if I had specific goals in mind, and then she showed me the pricing chart on the wall.

There were two different prices. The first was \$9.99 each month with a \$39.99 annual fee. I would be entitled to use this facility. The second option was \$19.99 per month with a \$20 annual fee. The second option allowed you to use other facilities, bring a guest, tanning, take classes, and the annual fee was half of the first option. I could cancel at anytime with a 10 day notice. I could suspend my membership if I needed to. Once the membership was suspended, I would not pay the membership dues for those months.

Sharon showed me where the cardio equipment was located and pointed to where the weight machines, free weights, classroom and locker room were located. The facility was clean. The locker room floor was free from litter, mirrors and sinks were clean, and the showers were clean. There was a class in session, but looking in, it was clean. The fitness center was well maintained and odor free. Sharon noted they had to spend 30 minutes at the beginning of every shift walking around and making sure the fitness center was clean. It was clear she took pride in this facility. We walked backed to the front counter after the tour was over.

Sharon went over the pricing again. She said they had personal trainers, and she briefly mentioned they had a special price when you joined. The price was \$37.99 per training session, and I would have to buy them when I joined. I could pay \$59.99 or \$39.99 today to join. Today's prices included the annual fee and one month for the membership. I would get a card or I could use my smart phone to check in each time I visited. Sharon offered me a one day free pass. Sharon thanked me for visiting, and she hoped to see me in soon.

### SAMPLE SMALL RETAIL

I arrived and found the store easily. The parking lot was fairly empty so it was easy to find parking. The main doors were open and upon entering, I was immediately struck by the open layout of the store and some attractive house decor that was pleasing to the eye as the entrance was well staged. There was another solo female shopper who arrived just ahead of me and she was approached quickly by a sales associate, followed closely by Mark, the male sales associate

who ended up helping me.

Mark was friendly and welcoming and asked if I needed any help. As I had just come from a long drive, I indicated I needed the restroom. He used humor well and directed me to the restroom and indicated he would wait for me to help me afterwards. Once I was finished with the restroom and explained to him I was looking for a lift recliner for my father, he walked me to that section while explaining there was numerous options to choose from. I saw 6 different chairs ranging in price from \$699 to 1299, no models named "Henna". Mark was knowledgeable about the products, walked the fine line of informative but not too pushy. He sat in several of the chairs to show the features and offered for me to do the same. Mark asked several questions about my Dad to help him understand what chair would be the best for him (including questions about his weight and what kind of mobility issues he had) and eventually pointed me towards the "Nebraska" model (\$899) to meet his needs. There were more expensive models that he did not recommend, like the massaging one or ones that were too soft so that my dad would have a hard time getting up from it.

He answered all of my questions and went to check on the availability of this model in stock. As I indicated I needed to run this information by my father before purchasing, Mark provided me his business card and indicated he hoped I would come back to purchase the item and to ask for him. I then walked out of the store; Mark had walked off ahead of me giving me space and had said goodbye in a friendly way.

### SAMPLE RESTAURANT

My guest, Jason (25 years old), and I arrived at the restaurant at 7:10. Upon walking in from the parking lot, I noticed the outdoor lights were beginning to come on as the sun began to go down. There was one area on the pathway (sidewalk) where it appeared that some dirt from the garden had gotten kicked onto the sidewalk, but other than that, the exterior of the building looked neat and tidy.

Upon walking in, we were immediately greeted by three hostesses, all of whom were smiling and friendly in nature. We informed them that we wanted to grab a drink at the bar before eating and they very politely and indicated where the bar was (to the right of the hostess stand) and warmly stated to enjoy our meal. We were unable to catch their names.

We grabbed two seats at the center bar and within 30 seconds, a female bartender, Dani, greeted us. She gave us each a bar napkin and asked us what she could get for us. I asked for a drink menu, and she handed me one and apologized that it wasn't in better condition (it was a little worn, but was the only available one as all others were being utilized). She also handed us a food menu.

While we looked over the menu, Dani continued to help other guests and engaged in small-talk with those she was serving. As she closed out the couple sitting next to us, she came back to us (approximately 2 minutes from handing over the menus) and asked if we were ready to order. I ordered the Stoli Raspberry lemonade and Jason ordered a sweet water 420 beer. She asked to see our ID's and inspected them as we handed them over. She complimented us on our ID photo, engaging in small talk and continued to be amicable.

Within a minute she dropped off Jason's beer and proceeded to make my drink. The lemonade was dropped off within two minutes of ordering. Around 5 minutes after our drinks were dropped off, she stopped by to ask us if we had any questions about the menu and proceeded to inform us of the daily specials. We thanked her and said we weren't ready to order just yet; and she very politely said, "no problem...I'll check back in with you in a little bit!"

While drinking our drinks, we observed the bartenders. All were very attentive to their guests. There appeared to be 2-3 bartenders behind the bar (1 may have been a bus boy or bar back). None were fraternizing or being inattentive and all appeared to be doing something for a guest.

Around 5 minutes later, as she was walking near us, we asked to cash out, and she promptly delivered our bill within less than a minute. We paid all cash (our bill was \$13), and she brought back our change within a minute. We left a tip (\$7) and proceeded back to the hostess stand to get a table.

Upon going back to the hostess stand, this time there wasn't anyone behind the stand. After lingering for around 30 seconds, a server, Ryan asked if he could help. We stated we'd like to get a table, and he swiftly escorted us to a table on the left side of the restaurant. Immediately upon sitting down, he greeted us and said that he would be taking care of us for the evening. He then wrote his name upside down on the table and asked if he could get us some drinks. We both ordered waters. Ryan returned within a minute with our drinks. He then asked if we wanted to start with anything. We ordered the spinach dip as an appetizer. Ryan then left and said he'd go put that in for us while we perused the menu. He returned to the table within a minute and dropped off some napkins, sanitizer wipes and appetizer plates.

Within less than 6 minutes, the appetizer was out and Ryan delivered it to our table. We began to eat. Around 2 minutes after beginning the appetizer, Ryan returned to see how everything was. We informed him that it was good, and he then asked if we were ready to order. I asked him if the BBQ shrimp was good, and he said it was delicious and that the seafood is great. I decided to order the BBQ shrimp and asked if he had a side recommendation. He suggested the corn grits, and I agreed to order that. I also asked to add a garden salad before my meal. My guest, Jason, ordered a 1/2 stack of ribs with the carrot soufflé and the corn grits. Ryan repeated our orders back to us and then left to go put it in the system.

We continued to enjoy our spinach dip, and around 1 minute after ordering, Ryan returned with my salad. Within 7 minutes our food was ready, and Ryan had returned to deliver our plates. Upon arriving he asked if we were finished with the spinach dip before removing the plate from the table. He presented me with my BBQ shrimp first and then continued to serve Jason his ribs. Before leaving, he let us know about the BBQ sauces and told us to enjoy.

We began eating, and everything tasted to our satisfaction. Ryan returned a minute later to check in on us and see if we were enjoying our food. Jason and I both replied that everything was great; and he left and encouraged us to continue enjoying our meal.

As we neared completion, approximately 10 minutes after our food was dropped off, Ryan stopped by to see if we needed any boxes. We said yes, and he returned with 2 boxes and some cups for our sides. After we boxed up our food, he returned around 2 minutes later to gather our plates and ask if we were interested in dessert. We indicated we'd like to see a menu, and he agreed to go get us one. He also asked us if we would like a bag for our to-go food. We said yes.

Ryan returned with a bag and a menu. He indicated where the dessert items were located and proceeded to put our food in the bag for us. We asked what his favorites were, and he said the Oreo crust pie or the brownie ice cream sandwich. We decided to follow up on his recommendation and go with the brownie ice cream sandwich.

Ryan returned with our dessert around 3 minutes later and told us to enjoy. A few minutes later, I decided to take a trip to the restroom. I walked to the hostess stand to ask where it was. A manager now appeared to be manning the stand and politely instructed me where to go. When I walked into the bathroom, I noticed the new modern sink/appliances; however I also noticed a paper towel on the floor. I went to walk into the first stall and noticed that the seat was a little messy and then

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proceeded to go into the next stall which was clean. I noticed that the floors in the stalls were a bit sticky. The toilet paper was also not in the canister and rather on top of it. I washed my hands and exited the bathroom and walked back to our table. In the meantime, I noticed that two additional tables had been seated in Ryan's section.

Around 5 minutes later, Ryan returned to our table and asked us if he could get us anything else. We said we were good and asked for the check. He left and returned with the check (just the receipt) and dropped it off at the table per our request. I put my card on top of the receipt and he returned within 2 minutes to collect it. He returned a minute later with the credit card receipt and thanked us for dining with him and encouraged us to have a good night. We proceeded to fill out the tip/total, and then exited the restaurant around 9 p.m. When we left, the hostess and manager appeared to be busy and were engaged in conversation.

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