

Spa Beauty NZ Mystery Client Questionnaires

Extensive Mystery Client Review


Business Name: _____

Address: _____

Mystery shoppers name: _____

Date and time of shopping experience: _____

In the space provided below, please give a summary of your shopping experience.


 How do you rate this establishment?

☐ Excellent

☐ Good

☐ Fair

☐ Poor

 Based on your experience, would you shop at this location again in the future?

☐ Yes

☐ No

 Before entering, is the open sign noticeable?

☐ Up close

☐ From the end of the block

☐ From across the street


☐ Not noticeable/non existent.

 Is the outside of the business attractive and inviting? Please describe.


☐ Yes ☐ No

 Were you acknowledged upon entering the business? How?

☐ Yes ☐ No


 Did the atmosphere of the business feel welcoming? Describe

☐ Yes ☐ No

 If the business is a retail shop, please walk around. Are you able to see and reach all of the merchandise?


☐ Yes

☐ No

 Is the display of merchandise attractive?

☐ Yes

☐ No

 Were you asked if you needed help?

☐ Yes

☐ No

 Are the prices clearly marked?

☐ Yes

☐ No

 Are the shelves well stocked?

☐ Yes

☐ No

 Were the store employees friendly? Knowledgeable? Courteous?

☐ Yes

☐ Somewhat

☐ No not at all

If a purchase was made, please describe the customer service of the cashier

 Were you given a receipt, and was it correct?

☐ Yes and it was correct


☐ No receipt was given

☐ Yes and it wasn't correct

 Were you thanked for shopping at the store?

☐ Yes

☐ No


 Is the setup of the Spa/Clinic attractive? Describe

☐ Yes ☐ No

 Is the treatment menu clear and attractive?

☐ Yes

☐ No

 If you are booking a treatment, are the employees taking your booking helpful and courteous?

☐ Yes

☐ No

 How long was it till you could get your desired booking?


☐ Now and then

☐ Next Day

☐ Two days' time

☐ 3 days – 1 week

☐ 1 week plus

 How would you rate the cleanliness of the business?

☐ Extremely clean

☐ Somewhat clean

☐ Not clean at all


 Was there a visible business guarantee?

☐ Yes

☐ No

What was it?

Treatment Booking

 What treatment did you book in for?

 Were you told your therapist name on arrival?

☐ Yes

☐ No


Name: _____

 Were you told how long she would be?

☐ Yes

☐ No

Waiting Area

 Was the waiting area comfortable?

☐ Yes

☐ No



Were you offered any refreshments while waiting?

☐ Yes

☐ No



Refreshments offered?

☐ Yes

☐ No



Were you given a consult form to complete prior to service?

☐ Yes

☐ No



Was there any reading material?

☐ Yes

☐ No

Reading: _____

Therapist arrival



Did the therapist introduce herself on arrival?

☐ Yes

☐ No

Name: _____



Was the therapist friendly?

☐ Yes

☐ No



Did the therapist explain where you were going?

☐ Yes

☐ No



Was the therapist groomed?

☐ Yes

☐ No



Was the therapist in uniform?

☐ Yes

☐ No



Was the uniform clean and ironed?

☐ Yes


☐ No



Did the therapist speak clearly and professionally?


☐ Yes

☐ No

 Did they therapist discuss your consult form, prior to your service?

☐ Yes

☐ No

 On entry into the treatment room, was the room welcoming?

☐ Yes


☐ No

Please explain:

 Was the room clean and professional?

☐ Yes

☐ No

 Before the treatment started was the treatment and what you needed to do explained clearly?

☐ Yes

☐ No

 Were you given care garments prior to service?

☐ Yes

☐ No

 Were you draped professionally during the service?

☐ Yes

☐ No

 Was the music appropriate?

☐ Yes

☐ No

 How was the treatment?

☐ Yes

☐ No

 How long was the actual treatment?

Were you comfortable during the treatments? Bolsters applied in correct positions etc.

☐ Yes


☐ No

 Were you asked your comfort level during the treatment?

- ☐ Perfect
- ☐ Cold
- ☐ Too hot

 Were you recommended additional services during the treatment?

- ☐ Yes
- ☐ No

 Did you ask for any additional services? and were they given?

- ☐ Yes
- ☐ No

Reason?

 Do you feel your concerns and needs were met during the service?

- ☐ Yes
- ☐ No


 Did your therapist have a confident touch during the service?

Was the pressure?


- ☐ Soft
- ☐ Firm
- ☐ Perfect
- ☐ Too firm

 Did you find your therapist to be knowledgeable during the service?

- ☐ Yes
- ☐ No

 Did your therapist communicate with you during the service at a consulted level?


- ☐ Didn't talk
- ☐ Gave useful information
- ☐ Talked too much
- ☐ Was inappropriate in her discussions

 Did you feel that your service was personalized to your needs?

- ☐ Yes
- ☐ No

 Was the environment calm and tranquil?

- ☐ Yes
- ☐ No

 Did you receive the service you booked for was the one you received? Was it clear in the treatment menu?

☐ Yes


☐ No

Please explain:

 Did the service that you received exceed your expectations?

Please explain

At the conclusion:

 Were you sat up and areas hot compressed at end of treatment

☐ Yes

☐ No

 Were you offered a refreshment?

☐ Yes

☐ No

 Was the conclusion of the service explained to you?

☐ Yes

☐ No

 Were you thanked and complimented at the end of the service?

☐ Yes


☐ No

Reception

 Were you meet at reception by your therapist?


☐ Yes

☐ No

 Were you recommended future treatments?

☐ Yes

☐ No

 Were you given a prescription form?


☐ Yes

☐ No

 Were the prescription explained to you?

☐ Yes

☐ No

 Were you shown products and future services at reception?

☐ Yes

☐ No

 Were you rebooked for another service?

☐ Yes

☐ No

☐ Future treatment?

 Were you sold any products?


☐ Yes

☐ No

 Were you given a new client pack before departure?

☐ Yes

☐ No

 Were any additional sample given to you?

☐ Yes

☐ No


Describe your overall experience with this business

 Would you recommend this place of business to your friends?

☐ Yes

☐ No

Why?

 As a consumer, would you go back to this place of business to make a purchase, utilize a service or to purchase a gift voucher or product?

Why/why not?



Please list any comment or concerns about the business

If you enjoy our Mystery Client Template, ask us about our more Extensive Review!
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Spa & Beauty