

Main category audit example

The example below highlights the audit report our mystery shoppers will undertake. Some questions are only valid for certain categories. Likewise, there are some sections that do not hold any score if you have indicated a no on your entry form. The answers are still highlighted for information purposes as you may wish to provide feedback.

Question	Score	Category
Date		
Time		
Before leaving home (first visit only)		
Can I find the retail place's website via Google?	Yes (2) No (0)	
Are opening hours clearly shown on the website?	Yes (2) No (0)	
Is there a store directory on the website?	Yes (2) No (0)	
Is there information on parking and prices?	Yes (2) No (0)	
Is there a sat nav address for the car park(s)?	Yes (2) No (0)	
Can I contact the retail place via their website?	Yes (2) No (0)	
Is there information on the both the retail place's and store events/offers?	Yes (2) No (0)	
Is there information on how to get to the retail place by public transport?	Yes (2) No (0)	
Can I find the retail place on social media?	Yes (2) No (0)	
Has the social media page been updated in the last 24 hours?	Yes (2) No (0)	
Did I receive a reply within X hours?	Yes (2) No (0) N/A (0)	Destination: 6 hours Regional: 24 hours All Other: 48 hours
Comments		
The journey (first visit only)		
This section is for information only, there are no scores attached to these questions and therefore the findings will not affect the overall score in any way.		
Are there clear signs to the retail place from edge of town?		
Are there clear signs to the retail place within a 1/2-mile radius?		
Comments		
Car park		
When applying, if you have declared that the car park is not owned by the retail place, the car park section is for information only. There are no scores attached to these questions and therefore the findings will not affect the overall score in any way.		
If you have declared the retail place owns the car park, scores will be shown alongside the yes/no answers and will count towards the overall score.		
It is easy to find the entrance to the car park?	Yes (2) No (0) N/A (0)	
Is pricing clear at the entrance?	Yes (2) No (0) N/A (0)	

Is there clear signage to disabled parking?	Yes (2) No (0) N/A (0)	
Is there clear signage to family parking?	Yes (2) No (0) N/A (0)	
Are spaces a reasonable size?	Yes (2) No (0) N/A (0)	
Is the car park easy to navigate?	Yes (2) No (0) N/A (0)	
When leaving your car, can you see the way to the stores?	Yes (2) No (0) N/A (0)	
Is it easy to remember where you have left your car?	Yes (2) No (0) N/A (0)	
Is the car park clean and well maintained?	Yes (2) No (0) N/A (0)	
Is the car park well lit?	Yes (2) No (0) N/A (0)	
Did the car park feel safe?	Yes (2) No (0) N/A (0)	
Are pay stations easy to find?	Yes (2) No (0) N/A (0)	
Do the machines take various forms of payment?	Yes (2) No (0) N/A (0)	
Can you easily summon help if required?	Yes (2) No (0) N/A (0)	
Is the exit route clearly marked?	Yes (2) No (0) N/A (0)	
Comments		
I'm in!		
Can a store directory/guide be found within 2 minutes of entering?	Yes (3) No (0)	Not included: Retail or Leisure Place
Can seating be found within 2 minutes?	Yes(3) No (0)	
Are all escalators/lifts working or clearly signed as out of order?	Yes (2) No (0)	Not included: Retail or Leisure Place
Is the retail place well lit?	Yes (3) No (0) N/A (0)	
Are staff visible and easily identifiable?	Yes (3) No (0)	
Can I see less than 5 pieces of litter?	Yes (2) No (0)	
Is there an overall pleasant temperature?	Yes (2) No (0)	Not included: Retail or Leisure Place
Does the retail place feel safe?	Yes (3) No (0)	
Comments		

Amenities		
Is there clear signage to transport links?	Yes (2) No (0)	
Is there clear signage to the information desk or management office?	Yes (3) No (0) N/A (0)	
Are facilities in place to assist disabled shoppers?	Yes (1) No (0)	
Are there ATMs?	Yes (2) No (0)	Not included: Retail or Leisure Place
Is there free Wi-Fi?	Yes (2) No (0)	Regional and Destination only
Are there lockers?	Yes (1) No (0)	Regional and Destination only
Are there gift cards available for purchase?	Yes (3) No (0)	Regional and Destination only
Are there recycling bins?	Yes (1) No (0)	
Is there a crèche or play area?	Yes (1) No (0)	Regional and Destination only
Is there a child safety scheme?	Yes (1) No (0)	Regional and Destination only
Does the retail place provide click and collect/Amazon lockers services?	Yes (1) No (0)	Not included: Retail or Leisure Place
Is there somewhere to charge phones?	Yes (1) No (0)	Regional and Destination only
Are there any events going on or advertised?	Yes (1) No (0)	
Are there mother and baby facilities?	Yes (5) No (0)	
Are there disabled toilets?	Yes (5) No (0)	
Is there clear signage to the toilets within 2 minutes of entering?	Yes (5) No (0)	
Can I see where to get refreshments?	Yes (3) No (0)	
There are no scores attached to the following questions and therefore the findings will not affect the overall score in any way.		
Are there an excessive number of noticeable voids/empty units?	Yes (0) No (0)	
Does the number of RMU's / promotions feel excessive?	Yes (0) No (0)	
Comments		
Amenities		
Are all toilets clean?	Yes (4) No (0) N/A (0)	
Are all toilets free of unpleasant odours?	Yes (4) No (0) N/A (0)	
Are toilets free from graffiti?	Yes (2) No (0) N/A (0)	
Are all toilets working or clearly signed as out of order?	Yes (4) No (0) N/A (0)	
Are all sinks clean and free of excess water?	Yes (2) No (0) N/A (0)	
Are there enough working hand drying facilities?	Yes (4) No (0) N/A (0)	

Is there enough soap?	Yes (4) No (0) N/A (0)	
Is there plenty of hot water?	Yes (3) No (0) N/A (0)	
Did you see evidence that regular cleaning was being undertaken?	Yes (5) No (0) N/A (0)	
Are all floors clean and free from litter?	Yes (4) No (0) N/A (0)	
Are the toilets well lit?	Yes (3) No (0) N/A (0)	
Do the cubicles have hooks on backs of doors?	Yes (2) No (0) N/A (0)	
Is there toilet roll in all cubicles?	Yes (4) No (0) N/A (0)	
Do toilets have facilities to purchase essential items?	Yes (2) No (0) N/A (0)	

Comments

Interaction 1

Staff name/description

Could you find a member of staff within an appropriate amount of time?

Yes (5)
No (0)

Was the team member visible and identifiable in a clean and smart uniform?

Yes (5)
No (0)

Did you get a friendly greeting and smile?

Yes (5)
No (0)

Did the staff member stop working and give you their full attention?

Yes (5)
No (0)

Was eye contact established initially and then at various points during the interaction?

Yes (5)
No (0)

Did the staff member answer your question or assist you accordingly?

Yes (10)
No (0)

Did they leave you with a pleasant parting comment?

Yes (5)
No (0)

How genuinely helpful did you feel the team member was, from 0-10?

0-10

Comments

Interaction 2

Staff name/description

Could you find a member of staff within an appropriate amount of time?

Yes (5)
No (0)

Was the team member visible and identifiable in a clean and smart uniform?

Yes (5)
No (0)

Did you get a friendly greeting and smile?

Yes (5)
No (0)

Did the staff member stop working and give you their full attention?

Yes (5)
No (0)

Was eye contact established initially and then at various points during the interaction?

Yes (5)
No (0)

Did the staff member answer your question or assist you accordingly?

Yes (10)
No (0)

Did they leave you with a pleasant parting comment?

Yes (5)
No (0)

How memorable was the interaction with the individual?	0-10	
Comments		
Summary		
Based on your visit today, how likely are you to return to this retail place or recommend it to others?	0-10	
How memorable and meaningful was the experience?	0-10	
Comments		