

High-End Cosmetics Boutique

Mystery Shopper Evaluation Form

Visit Details

Date of Visit

Time of Visit

Store Location

Shopper Name

Store Appearance

Was the storefront clean and well-maintained?

Were products neatly organized and displayed?

Additional Comments

Staff Interaction

Were you greeted upon entering?

Was the staff professional and well-groomed?

Did the staff offer assistance proactively?

Additional Comments

Product Knowledge

Did the staff answer your product questions confidently?

Were you informed about new arrivals or promotions?

Additional Comments

Checkout Process

Was the checkout area clean and organized?

Was the transaction completed smoothly?

Were you thanked for your purchase?

Additional Comments

Overall Experience

What impressed you about the store?

Were there any areas needing improvement?

General Comments / Observations