

Luxury Jewelry Store Mystery Shopper Evaluation Form

Visit Details

Date of Visit

Store Location

Mystery Shopper Name/ID

Store Appearance

Cleanliness

Product Display/Organization

Comments

Staff Interaction

Were you greeted promptly?

Professionalism and Appearance

Product Knowledge

Comments

Sales Process

Did staff assess your needs?

Were suitable products recommended?

Was there any attempt to upsell/cross-sell?

Comments

Checkout Experience

Efficiency of Checkout Process

Packaging Quality

Comments

Overall Impression

Overall Experience

Suggestions for Improvement