

# Small Boutique Retail Mystery Shopper Evaluation Form

## Shopper Information

Name

Date of Visit

Time of Visit

## Store Details

Store Location

Employee(s) Interacted With

## Evaluation

Store Appearance

Were you greeted upon entering?

Staff Product Knowledge

Staff Helpfulness

Cleanliness

## Comments & Observations

Positive Experiences

Areas for Improvement

## Overall Impression

Overall Rating