

Specialty Tea Retailer Mystery Shopper Evaluation Form

General Information

Mystery Shopper Name

Date of Visit

Store Location

Store Appearance

How clean was the store?

☐

1

☐

2

☐

3

☐

4

☐

5

Was the product display organized?

☐

Yes

☐

No

Comments on store appearance

Customer Service

Was the staff friendly?

☐

Yes

☐

No

Was the staff knowledgeable about the teas?

☐

Yes

☐

No

Comments on customer service

Product Quality & Selection

Variety of teas available

☐

Poor

☐

Average

☐

Good

☐

Excellent

Quality of teas sampled or purchased

☐

Poor

☐

Average

☐

Good

☐

Excellent

Comments on product quality & selection

Checkout Experience

Was the checkout process efficient?

☐

Yes

☐

No

Comments on checkout experience

Overall Experience

Overall satisfaction

☐

1

☐

2

☐

3

☐

4



5

Additional comments