

Luxury Watch Retailer Mystery Shopper Questionnaire

Shopper Details

Name

Visit Date

Store Location

Store Environment

Describe the cleanliness and organization of the store

Describe the ambiance and overall atmosphere

Staff Interaction

Were you greeted upon entering?

- ☐ Yes
☐ No

Describe the staff's appearance and professionalism

Was the staff knowledgeable about products?

- ☐ Yes
☐ No

Comments about staff interaction

Product Experience

Was the selection of watches satisfactory?

- ☐ Yes
☐ No

Describe your experience trying on a watch

Sales Process

Did the staff suggest additional products or services?

- ☐ Yes
☐ No

Describe the checkout/payment process

Overall Impression

Overall satisfaction (1-5)

Additional comments