



Mystery Shopping Evaluation Form

Business Name: Metro Solutions
Location/Branch: Norwich High Street
Date of Visit: 4th January 2025
Time of Visit: 2:15 PM
Employee(s) Interacted With: Sarah (Cashier), Tom (Floor Assistant)

1. First Impressions

Was the exterior clean and well-maintained? ☒ Yes
Were you greeted upon entering? ☒ Yes
Approximate wait time before being acknowledged: 1 minute
Staff appearance (uniformed, well-groomed, professional): ☒ Excellent

Notes:

The store front was tidy and inviting, with windows free from streaks and a clear, and the entrance area was free of litter. Promotional posters & marketing were in place. I was greeted within about a minute by Tom, who smiled and made eye contact. Both staff members wore clean, branded uniforms with name badges visible, giving a professional first impression.

2. Service Quality

Did staff seem knowledgeable about the products/services? ☒ Yes
Was your inquiry/request handled professionally? ☒ Yes
Were upsells or additional services offered? ☒ No
Was the staff friendly and approachable? ☒ Yes

Notes:

I asked Tom about a specific laptop model, and he guided me to the electronics section immediately. He explained the key features in plain language without sounding rehearsed. While he answered confidently, he did not suggest accessories or any other upsell. At checkout, Sarah maintained a friendly demeanour, addressing me politely and asking if I had found everything I needed. Both employees seemed approachable and customer-focused.

3. Cleanliness & Environment

Interior cleanliness (floors, shelves, counters): ✓ Good Was

the lighting adequate? ✓ Yes Was the background

music/noise level appropriate? ✓ Yes

Were bathrooms (if applicable) clean and stocked? N/A

Notes:

The store overall felt clean and organized. Floors were swept, though the entrance mat looked worn and slightly frayed. Shelves were dust-free and products were aligned neatly, apart from one area where an item had come off the shelf. Lighting was bright without being harsh, and the background music was set at a comfortable volume. The music was modern and upbeat, complementing the shopping experience.

4. Product Availability

Was the product/service you came for available? ✓ Yes

Were items clearly priced/labeled? ✓ Yes

Did the product displays look tidy and full? ✓ Yes

Notes:

The laptop I came to see was in stock and displayed prominently, along with several alternatives. Labels were clear with pricing visible, and promotional tags were easy to spot. The display tables looked tidy and well-stocked. No empty shelves or gaps were noticeable in the aisles I visited.

5. Checkout Experience

Was the checkout process smooth and efficient? ✓ Yes

Did staff thank you or acknowledge your visit at the end? ✓ Yes

Receipt provided? ✓ Yes

Notes:

The checkout line had one customer ahead of me, and I waited about two minutes before being served. Sarah processed the transaction quickly and efficiently. She offered a shopping bag, and handed me a receipt. Importantly, she smiled and thanked me by saying, "Thanks for shopping with us today." This left a positive closing impression.

6. What Could Be Improved?

Notes:

The entrance mat detracted from the otherwise clean appearance of the store. It should be replaced soon. Additionally, staff did not attempt to upsell or suggest related products, which felt like a missed opportunity both for customer convenience and for the business. There was also an item that had fallen off the shelves.

7. Additional Comments

Notes:

The visit overall was smooth and pleasant. Both employees created a welcoming environment, and I left with the impression that staff genuinely care about the customer experience. While the store could strengthen sales performance through better upselling techniques, the customer service foundation is excellent.

8. Photos

