

# ABC CONVENIENCE STORE Shopper Report

STORE #: \_\_\_\_\_ STORE ADDRESS: \_\_\_\_\_ CITY: \_\_\_\_\_  
DAY: \_\_\_\_\_ DATE: \_\_\_\_\_ TIME: \_\_\_\_\_ SHOPPER ID: \_\_\_\_\_  
NUMBER OF CARS ON PARKING LOT: \_\_\_\_\_ NUMBER OF CUSTOMERS AT CHECKSTAND: \_\_\_\_\_  
NUMBER OF VISIBLE EMPLOYEES: \_\_\_\_\_ NUMBER OF EMPLOYEES AT CASH REGISTER: \_\_\_\_\_  
EMPLOYEE NAME/DESCRIPTION: \_\_\_\_\_  
PURCHASE AMOUNT: \$ \_\_\_\_\_

## CUSTOMER SERVICE EVALUATION

### ASPECT EVALUATED

- |   |               |
|---|---------------|
| 1. WERE YOU GREETED WHEN YOU WALKED INTO THE STORE? | Yes 20 / No 0 |
| 2. WERE YOU CALLED BY NAME?                         | Yes 40 / No 0 |
| 3. WERE YOU THANKED?                                | Yes 20 / No 0 |
| 4. WAS THE STORE CLEAN?                             | Yes 20 / No 0 |

TOTAL SCORE: \_\_\_\_\_

DID YOU RECEIVE FRIENDLY SERVICE? Explanation/Comments: \_\_\_\_\_  
\_\_\_\_\_  
\_\_\_\_\_

WAS THE PARKING LOT CLEAN? Explanation/Comments: \_\_\_\_\_  
\_\_\_\_\_  
\_\_\_\_\_

WAS EMPLOYEE NEAT AND CLEAN IN APPEARANCE? Explanation/Comments: \_\_\_\_\_  
\_\_\_\_\_  
\_\_\_\_\_

WOULD YOU RETURN ON YOUR OWN TO SHOP AT THIS STORE? Explanation/Comments: \_\_\_\_\_  
\_\_\_\_\_  
\_\_\_\_\_

DID THE EMPLOYEE WEAR A NAME TAG? \_\_\_\_\_

ADDITIONAL COMMENTS: \_\_\_\_\_  
\_\_\_\_\_  
\_\_\_\_\_  
\_\_\_\_\_  
\_\_\_\_\_  
\_\_\_\_\_  
\_\_\_\_\_  
\_\_\_\_\_