Our goal is to make you the customer King. Make the most out of your Mystery Shopper Experience by gathering the most relevant information about your treatment in an accurate, objective manner.

Pay attention to the little things and the big things will take care of themselves. The little things – the details can make or break your Spa Experience. Use the checklist below as a guide to help you in identify areas that may need attention in your favourite Spa / Salon. As the Mystery Shopper, you obviously won’t be able to take the checklist with you to the Spa, so it should be filled out as soon as possible to get an accurate evaluation of the Spa experience. Please fill in the following form with as much detail as possible.

Name: ___________________________ Cel: ___________________________
Appointment Date: _____________ Tel: ___________________________
Appointment Time: ______________ Therapist Name: _______________________
Treatment: __________________________

1. Appointment Booking: The first contact with the client should be efficient & friendly. Any questions should be answered promptly and clearly.

1. The phone was answered promptly □ yes □ no
If no, the phone rang approximately _____ times before being answered

2. I got through to the Spa / Salon on the first attempt □ yes □ no
If no, how many attempts were made before getting through? _____

3. Service and appointment information was provided □ yes □ no
□ Promptly with no time spent on hold.
□ After being placed on hold for _____ minutes
□ In a return phone call within _____ min of the initial call

4. Staff members offered clear directions to the Spa / Salon □ yes □ no

5. The staff member was confident and knew what she was doing / saying □ yes □ no

6. Staff members explained special requirements / preparation for the appointment □ yes □ no

7. Staff members explained payment options, Spa policies and cancelation policy □ yes □ no

8. A reminder call/email/sms was received? □ yes □ no
If yes, how many days before the appointment? _____

Additional Comments:

2. Reception: The first glance at the Spa / Salon’s inner workings can help set the comfort level and atmosphere in the salon. Reception staff should have knowledge of spa services and policies while treating guests in a welcoming, professional manner.

1. I / we were greeted promptly by reception staff □ yes □ no

2. If no, please state reason for the delay □ yes □ no
□ Staff talking / socialising with other staff members
□ Staff on the telephone

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<table>
<thead>
<tr>
<th>Question</th>
<th>Yes</th>
<th>No</th>
</tr>
</thead>
<tbody>
<tr>
<td>3. Staff busy with another guest</td>
<td></td>
<td></td>
</tr>
<tr>
<td>4. Staff offered to take coat / get beverage / help make you more comfortable</td>
<td></td>
<td></td>
</tr>
<tr>
<td>5. Staff took control of the process and made you feel relaxed.</td>
<td></td>
<td></td>
</tr>
<tr>
<td>6. Staff qualifications were clearly displayed</td>
<td></td>
<td></td>
</tr>
</tbody>
</table>

**Additional Comments:**

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### 3. General Salon Sanitation / Neatness:

Implement should be sanitised or new, floors free of dirt / debris. Disposable items should be discarded promptly and employees in clean attire.

<table>
<thead>
<tr>
<th>Question</th>
<th>Yes</th>
<th>No</th>
</tr>
</thead>
<tbody>
<tr>
<td>1. Was the Salon / Spa’s hygiene policy explained to you?</td>
<td></td>
<td></td>
</tr>
<tr>
<td>2. Was the Salon / Spa generally neat and clean?</td>
<td></td>
<td></td>
</tr>
<tr>
<td>3. Did the Technician / Therapist wash / sanitise their hands before the treatment?</td>
<td></td>
<td></td>
</tr>
<tr>
<td>4. Did the Nail Technician ask you to wash / sanitise your hands before doing your nails or a manicure?</td>
<td></td>
<td></td>
</tr>
<tr>
<td>5. Were hand sanitizers available in the bathrooms / toilets?</td>
<td></td>
<td></td>
</tr>
<tr>
<td>6. Were towels in the bathrooms and treatment rooms clean and neatly displayed?</td>
<td></td>
<td></td>
</tr>
<tr>
<td>7. Were products in the treatment rooms clean and packaging in good condition?</td>
<td></td>
<td></td>
</tr>
<tr>
<td>If no, please describe the condition of the products</td>
<td></td>
<td></td>
</tr>
<tr>
<td>8. If gowns / slippers were provided, were they clean and in good condition?</td>
<td></td>
<td></td>
</tr>
</tbody>
</table>

**Additional Comments:**

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### 4. Client Consultation:

In order to provide professional service tailor made to suit specific client needs consultation must be carried out and recorded on a Client Consultation card.

<table>
<thead>
<tr>
<th>Question</th>
<th>Yes</th>
<th>No</th>
</tr>
</thead>
<tbody>
<tr>
<td>1. Did the Therapist perform a client consultation prior to treatment?</td>
<td></td>
<td></td>
</tr>
<tr>
<td>If yes</td>
<td></td>
<td></td>
</tr>
<tr>
<td>☐ I filled in the card by myself</td>
<td></td>
<td></td>
</tr>
<tr>
<td>☐ The Therapist filled the card in with me and walked me through the process</td>
<td></td>
<td></td>
</tr>
<tr>
<td>2. Did the Therapist explain what the consultation was for?</td>
<td></td>
<td></td>
</tr>
</tbody>
</table>

**Additional Comments:**

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5. Treatment / Services: Treatments should only be administered by licensed professionals only, in a professional, knowledgeable manner.

1. Did the Therapist introduce herself? □ yes □ no
2. Did the Therapist explain what was happening during the service? □ yes □ no
3. Was the Therapist friendly and polite? □ yes □ no
4. Was the service comfortable and pain free? □ yes □ no
5. Did the treatment start on time and end on time? □ yes □ no
6. Did the Therapist appear to be competent and confident in performing the requested services? □ yes □ no
7. Did the Therapist display any irritating / unprofessional mannerisms? □ yes □ no
8. Did the Therapist make inappropriate conversation concerning other staff, the boss, the business etc? □ yes □ no
9. Did the treatment room have a pleasant, relaxing atmosphere? □ yes □ no

Additional Comments:

6. Retail Education: To support salon treatments, home care products should be offered and their benefits explained.

1. Did the Therapist take time to recommend a homecare program? □ yes □ no
2. Were you given an opportunity to purchase the needed products? □ yes □ no
3. Was the product benefits and usage explained? □ yes □ no
4. Did the therapist display professional knowledge of the products she offered? □ yes □ no
5. Did the Therapist offer samples / demonstrations? □ yes □ no

Additional Comments:

7. Rebooking: Rebooking has shown to increase client retention and increase satisfaction with service longevity.

1. Were you offered the opportunity to pre-book your next appointment? □ yes □ no
2. Were you also asked if you would like to book more than one appointment? □ yes □ no

Additional Comments:

8. Staff Behaviour: Staff should exhibit professionalism at all times. This should be reflected in their conduct, personal image and speech.

1. Did staff members work well together? □ yes □ no
2. Was the Spa / Salon free of gossip and politics? ☐ yes ☐ no
3. Do the staff members seem to genuinely support each other? ☐ yes ☐ no
4. Did you feel that the staff was customer centred and had your best interests at heart? ☐ yes ☐ no
5. Did the staff wear uniforms? If no, what message did their attire communicate? ☐ yes ☐ no
6. Did the staff wear name badges? ☐ yes ☐ no
7. Were the staff members well presented in terms of make-up and hair? ☐ yes ☐ no

Additional Comments:

9. Post Treatment Follow-up / Customer Service: Customer service doesn’t end when the treatment is finished. Real customer service goes the extra mile.

1. Did you receive any contact from the Spa / Salon within a week after your treatment? ☐ yes ☐ no
2. If yes, please explain what method of contact was used and what the purpose of the contact was.
   Additional Comments;

10. Additional Notes / Comments / Recommendations:

For more great ideas, tools and training to grow your Salon and increase revenue, contact Salon Studio now by sending an email to info@salonstudio.co.za

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