

MYSTERY SHOPPER CHECKLIST

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 If no, the phone rang approximately _____ times before being answered	<input type="checkbox"/> yes	<input type="checkbox"/> no
2. I got through to the Spa / Salon on the first attempt If no, how many attempts were made before getting through? _____	<input type="checkbox"/> yes	<input type="checkbox"/> no
3. Service and appointment information was provided <input type="checkbox"/> Promptly with no time spent on hold. <input type="checkbox"/> After being placed on hold for ____ minutes <input type="checkbox"/> In a return phone call within ____ min of the initial call	<input type="checkbox"/> yes	<input type="checkbox"/> no
4. Staff members offered clear directions to the Spa / Salon	<input type="checkbox"/> yes	<input type="checkbox"/> no
5. The staff member was confident and knew what she was doing / saying	<input type="checkbox"/> yes	<input type="checkbox"/> no
6. Staff members explained special requirements / preparation for the appointment	<input type="checkbox"/> yes	<input type="checkbox"/> no
7. Staff members explained payment options, Spa policies and cancelation policy	<input type="checkbox"/> yes	<input type="checkbox"/> no
8. A reminder call/email/sms was received? If yes, how many days before the appointment? _____	<input type="checkbox"/> yes	<input type="checkbox"/> no
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	<input type="checkbox"/> yes	<input type="checkbox"/> no
2. If no, please state reason for the delay <input type="checkbox"/> Staff talking / socialising with other staff members <input type="checkbox"/> Staff on the telephone	<input type="checkbox"/> yes	<input type="checkbox"/> no

<input type="checkbox"/> Staff busy with another guest		
<input type="checkbox"/> Other – please explain below		
3. Staff offered a brief tour of the Spa / Salon	<input type="checkbox"/> yes	<input type="checkbox"/> no
4. Staff offered to take coat / get beverage / help make you more comfortable	<input type="checkbox"/> yes	<input type="checkbox"/> no
5. Staff took control of the process and made you feel relaxed.	<input type="checkbox"/> yes	<input type="checkbox"/> no
6. Staff qualifications were clearly displayed	<input type="checkbox"/> yes	<input type="checkbox"/> no
Additional Comments:		

3. General Salon Sanitation / Neatness: Implements should be sanitised or new, floors free of dirt / debris. Disposable items should be discarded promptly and employees in clean attire.

1. Was the Salon / Spa's hygiene policy explained to you?	<input type="checkbox"/> yes	<input type="checkbox"/> no
2. Was the Salon / Spa generally neat and clean?	<input type="checkbox"/> yes	<input type="checkbox"/> no
3. Did the Technician / Therapist wash / sanitise their hands before the treatment?	<input type="checkbox"/> yes	<input type="checkbox"/> no
4. Did the Nail Technician ask you to wash / sanitise your hands before doing your nails or a manicure?	<input type="checkbox"/> yes	<input type="checkbox"/> no
5. Were hand sanitizers available in the bathrooms / toilets?	<input type="checkbox"/> yes	<input type="checkbox"/> no
6. Were towels in the bathrooms and treatment rooms clean and neatly displayed?	<input type="checkbox"/> yes	<input type="checkbox"/> no
7. Were products in the treatment rooms clean and packaging in good condition? If no, please describe the condition of the products	<input type="checkbox"/> yes	<input type="checkbox"/> no
8. If gowns / slippers were provided, were they clean and in good condition?	<input type="checkbox"/> yes	<input type="checkbox"/> no
Additional Comments:		

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

1. Did the Therapist perform a client consultation prior to treatment?	<input type="checkbox"/> yes	<input type="checkbox"/> no
If yes		
<input type="checkbox"/> I filled in the card by myself		
<input type="checkbox"/> The Therapist filled the card in with me and walked me through the process		
2. Did the Therapist explain what the consultation was for?	<input type="checkbox"/> yes	<input type="checkbox"/> no
Additional Comments:		

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

1. Did the Therapist introduce herself?	<input type="checkbox"/> yes	<input type="checkbox"/> no
2. Did the Therapist explain what was happening during the service?	<input type="checkbox"/> yes	<input type="checkbox"/> no
3. Was the Therapist was friendly and polite?	<input type="checkbox"/> yes	<input type="checkbox"/> no
4. Was the service comfortable and pain free?	<input type="checkbox"/> yes	<input type="checkbox"/> no
5. Did the treatment start on time and end on time?	<input type="checkbox"/> yes	<input type="checkbox"/> no
6. Did the Therapist appear to be competent and confident in performing the requested services?	<input type="checkbox"/> yes	<input type="checkbox"/> no
7. Did the Therapist display any irritating / unprofessional mannerisms?	<input type="checkbox"/> yes	<input type="checkbox"/> no
8. Did the Therapist make inappropriate conversation concerning other staff, the boss, the business etc?		
9. Did the treatment room have a pleasant, relaxing atmosphere?	<input type="checkbox"/> yes	<input type="checkbox"/> 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?	<input type="checkbox"/> yes	<input type="checkbox"/> no
2. Were you given an opportunity to purchase the needed products?	<input type="checkbox"/> yes	<input type="checkbox"/> no
3. Was the product benefits and usage explained?	<input type="checkbox"/> yes	<input type="checkbox"/> no
4. Did the therapist display professional knowledge of the products she offered?	<input type="checkbox"/> yes	<input type="checkbox"/> no
5. Did the Therapist offer samples / demonstrations?	<input type="checkbox"/> yes	<input type="checkbox"/> 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?	<input type="checkbox"/> yes	<input type="checkbox"/> no
2. Were you also asked if you would like to book more than one appointment?	<input type="checkbox"/> yes	<input type="checkbox"/> 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?	<input type="checkbox"/> yes	<input type="checkbox"/> no
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2. Was the Spa / Salon free of gossip and politics?	<input type="checkbox"/> yes	<input type="checkbox"/> no
3. Do the staff members seem to genuinely support each other?	<input type="checkbox"/> yes	<input type="checkbox"/> no
4. Did you feel that the staff was customer centred and had your best interests at heart?	<input type="checkbox"/> yes	<input type="checkbox"/> no
5. Did the staff wear uniforms? If no, what message did their attire communicate?	<input type="checkbox"/> yes	<input type="checkbox"/> no
6. Did the staff wear name badges?	<input type="checkbox"/> yes	<input type="checkbox"/> no
7. Were the staff members well presented in terms of make-up and hair?	<input type="checkbox"/> yes	<input type="checkbox"/> 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?	<input type="checkbox"/> yes	<input type="checkbox"/> 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