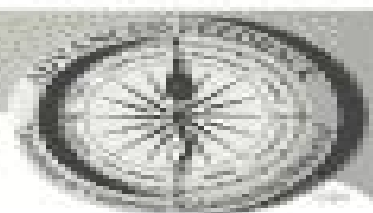


Sample Mystery Shopping Report Summaries (Narrative)



The following are examples of descriptive and objective summaries from well-written mystery shopping reports. The goal is to end up with a play-by-play account from arrival to departure. Note that the vast majority of mystery shopping assignments should not contain subjective comments or feedback in the narrative unless specifically stated or allowed in the instructions.

SAMPLE FITNESS SALON, GYM

I arrived at the fitness center at 8:40 AM. It was 52 degrees outside, and the front doors were propped open. The front entrance and sidewalk in front of the fitness center were clean and well-maintained. The signage was large and visible from the road. There were plenty of parking spaces available.

I entered the fitness center where I was greeted by Sharon. She smiled, made eye contact, and asked how she could help me. I said I was there to find out about what they had to offer. Sharon asked if I had ever been there before which I had not. She asked if I wanted to go on a tour. I had to fill in my name, phone number, and email address on a guest list before we went out on the tour. Sharon used my name several times during the visit. She asked what my goals were like whether or not I was interested in cardio, weights, or classes. I was interested in everything. Sharon asked if I had specific goals in mind, and then she showed me the pricing chart on the wall.

There were two different prices. The first was \$9.99 each month with a \$99.99 annual fee. I would be entitled to use this facility. The second option was \$19.99 per month with a \$199 annual fee. The second option allowed you to use other facilities, bring a guest, tanning, take classes, and the annual fee was half of the first option. I could cancel at anytime with a 30-day notice. I could suspend my membership if I needed to. Once the membership was suspended, I would not pay the membership dues for those months.

Sharon showed me where the cardio equipment was located and pointed to where the weight machines, free weights, classrooms and locker room were located. The facility was clean. The locker room floor was free from hair, mirrors and sinks were clean, and the showers were clean. There was a class in session, but looking in, it was clean. The fitness center was well-maintained and odor-free. Sharon noted they had to spend 30 minutes at the beginning of every shift walking around and making sure the fitness center was clean. It was clear she took pride in this facility. We walked back to the front counter after the tour was over.

Sharon went over the pricing again. She said they had personal trainers, and she briefly mentioned they had a special price when you joined. The price was \$17.99 per training session, and I would have to pay them when I joined. I could pay \$99.99 or \$199.99 today to join. Today's prices included the annual fee and one month for the membership. I would get a card or I could use my smart phone to check in each time I visited. Sharon offered me a one-day free pass. Sharon thanked me for visiting, and she hoped to see me in soon.

SAMPLE SMALL RETAIL

I arrived and found the store easily. The parking lot was fairly empty so it was easy to find parking. The main doors were open and upon entering, I was immediately struck by the open layout of the store and some attractive house decor that was pleasing to the eye as the entrance was well-staged. There was another solo female shopper who arrived just ahead of me and she was approached quickly by a sales associate, followed closely by Mark, the male sales associate

Sample Mystery Shopper Narrative

Jin-Ying Zhang



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