

# BUSINESS }

## Mystery Shopper Checklist

You can't fix it if you don't know it's broken. Make the most out of a mystery shopper program by gathering the most relevant information about your salon and be on your way to creating stellar customer service. **BY ERIN SNYDER DIXON**

Little details of daily operation can make or break your business. Use the checklist below or develop one of your own to guide your mystery shoppers in identifying areas that may need attention in your salon. Obviously, the shopper won't be able to tote it with her through the salon, so it should be filled out as soon as possible after the encounter to be most accurate and helpful. Encourage her to write in details where appropriate. Finally, embrace the results — good and bad — and prepare to dazzle your clients like never before.



**APPOINTMENT BOOKING** The first contact with the client should be efficient and friendly. Any questions should be promptly answered.

1. Service and appointment information was provided:
  - Promptly, with no time spent on hold
  - After being placed on hold for \_\_\_ minutes
  - In a return phone call within \_\_\_ minutes of initial call
2. Staff member offered directions to the salon?  Yes  No
3. Staff member explained any special requirements/preparation for the appointment?  Yes  No
4. Staff member explained payment options and cancellation policy?  Yes  No
5. A reminder call/e-mail/fax was received?  Yes  No  
(If yes, \_\_\_ days before appointment)

**RECEPTION** This first glance at the salon's inner workings can help set the comfort level and atmosphere in the salon. Reception staff should have knowledge of services and policies and treat guests with respect and patience.

1. Greeted promptly by reception staff?  Yes  No
2. If not, please note reason for delay:
  - Staff talking with another staff member
  - Staff on telephone
  - Staff with another guest
  - Other (please explain) \_\_\_\_\_
3. Staff offered a brief tour or explained the layout of the salon?  Yes  No
4. Staff offered to take coat/get beverage/help make you more comfortable?  Yes  No

**TREATMENTS/SERVICES** Treatments should be administered by licensed professionals in a knowledgeable manner.

1. The manicurist/pedicurist introduced herself?  Yes  No
2. The practitioner explained what was happening during the service?  Yes  No
3. The practitioner was friendly and polite?  Yes  No
4. Was the service comfortable and pain-free?  Yes  No
5. Did the practitioner start on time and finish on time?  Yes  No
6. Did the practitioner appear to be competent in performing the requested services?  Yes  No

**RETAIL EDUCATION** To support the salon treatment, home care products should be offered and their benefits explained.

1. Did the practitioner take the time to recommend a home care program?  Yes  No
2. Were you given an opportunity to purchase the needed products?  Yes  No
3. Was product usage explained?  Yes  No

**REBOOKING OFFERED** Rebooking has been 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 asked if you would like to book more than one appointment?  Yes  No

**GENERAL SALON SANITATION/NEATNESS** Implements should be sanitized or new, floors should be free of debris, disposable items should be discarded promptly, and employees should be in clean attire.

1. Was the salon's sanitation policy explained to you?  Yes  No
2. Was the salon generally neat and clean?  Yes  No
3. Did the technician wash/sanitize their hands prior to service?  Yes  No
4. Were all personnel neatly dressed?  Yes  No

**STAFF BEHAVIOR** Staff should exhibit professionalism at all times.

1. Do staff members seem to work well together?  Yes  No
2. Was the salon free of gossip?  Yes  No
3. Do staff members seem to genuinely support each other?  Yes  No
4. Did you feel like the staff had your best interests at heart?  Yes  No

COMMENTS ABOUT VISIT:

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