

## Mystery shopper report card

Practice name: \_\_\_\_\_  
Location: \_\_\_\_\_  
Date: \_\_\_\_\_  
Shopper's name: \_\_\_\_\_  
Services sought: \_\_\_\_\_  
Veterinarian seen: \_\_\_\_\_  
Services rendered: \_\_\_\_\_ Fee: \$ \_\_\_\_\_  
\_\_\_\_\_ Fee: \$ \_\_\_\_\_  
\_\_\_\_\_ Fee: \$ \_\_\_\_\_

### Appearances

What were your impressions of the exterior of the practice, including the sign and parking lot?

\_\_\_\_\_

\_\_\_\_\_

When you entered the practice, were you greeted by a receptionist?  Yes  No  
Were staff members wearing uniforms?  Yes  No  
Did staff members wear name badges?  Yes  No

Did the following employees' appearances seem professional?

Receptionists:  Yes  No  
Technicians:  Yes  No  
Veterinarians:  Yes  No  
Practice manager:  Yes  No

Was the inside of the practice:  
 Clean and orderly  Untidy but overall clean  
 Dirty and smelly

Comments: \_\_\_\_\_  
\_\_\_\_\_

### Client service

When you made your appointment, how were you treated on the telephone? \_\_\_\_\_  
\_\_\_\_\_

On-site, the staff members' attitudes were:  
 Friendly and helpful  
 Nice enough, but distracted  
 Unfriendly and unhelpful

The doctor's attitude was:  
 Professional and compassionate  
 Professional, but hurried  
 Unprofessional, but compassionate  
 Unprofessional and hurried

Did you have to wait to be seen?  Yes  No  
If so, how long?  
 Five minutes or less  Six to 10 minutes  
 11 to 15 minutes  More than 15 minutes

Did team members talk to you about other services, vaccinations, and preventive care your pet may have needed?  Yes  No  
Did the staff call you by name?  Yes  No  
Did the staff call your pet by name?  Yes  No  
Was a technician or assistant in the exam room?  Yes  No

Comments: \_\_\_\_\_  
\_\_\_\_\_

### Client education

Did the doctor use a pamphlet or brochure to help explain products and services?  Yes  No  
Did he or she use videos?  Yes  No  
Did you receive an exam room report card?  Yes  No  
Did the doctor ask if you had any questions or concerns before he or she reached for the door to leave?  Yes  No

Comments: \_\_\_\_\_  
\_\_\_\_\_

### Overall

What were the practice's best aspects? \_\_\_\_\_  
\_\_\_\_\_

What were the practice's weakest aspects? \_\_\_\_\_  
\_\_\_\_\_

On a scale of one to 10, with 10 being the highest, how did the practice rate? 1 2 3 4 5 6 7 8 9 10

Why? \_\_\_\_\_  
\_\_\_\_\_

How could the practice be improved? \_\_\_\_\_  
\_\_\_\_\_

\_\_\_\_\_

\_\_\_\_\_

# Secret Shopper Report Sample

**SJ Ball**



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## **Table of Contents Secret Shopper Report Sample**

1. Understanding the eBook Secret Shopper Report Sample
  - The Rise of Digital Reading Secret Shopper Report Sample
  - Advantages of eBooks Over Traditional Books
2. Identifying Secret Shopper Report Sample
  - Exploring Different Genres
  - Considering Fiction vs. Non-Fiction
  - Determining Your Reading Goals
3. Choosing the Right eBook Platform
  - Popular eBook Platforms
  - Features to Look for in an Secret Shopper Report Sample
  - User-Friendly Interface

4. Exploring eBook Recommendations from Secret Shopper Report Sample
  - Personalized Recommendations
  - Secret Shopper Report Sample User Reviews and Ratings
  - Secret Shopper Report Sample and Bestseller Lists
5. Accessing Secret Shopper Report Sample Free and Paid eBooks
  - Secret Shopper Report Sample Public Domain eBooks
  - Secret Shopper Report Sample eBook Subscription Services
  - Secret Shopper Report Sample Budget-Friendly Options
6. Navigating Secret Shopper Report Sample eBook Formats
  - ePub, PDF, MOBI, and More
  - Secret Shopper Report Sample Compatibility with Devices
  - Secret Shopper Report Sample Enhanced eBook Features
7. Enhancing Your Reading Experience
  - Adjustable Fonts and Text Sizes of Secret Shopper Report Sample
  - Highlighting and Note-Taking Secret Shopper Report Sample
  - Interactive Elements Secret Shopper Report Sample
8. Staying Engaged with Secret Shopper Report Sample
  - Joining Online Reading Communities
  - Participating in Virtual Book Clubs
  - Following Authors and Publishers Secret Shopper Report Sample
9. Balancing eBooks and Physical Books Secret Shopper Report Sample
  - Benefits of a Digital Library
  - Creating a Diverse Reading Collection Secret Shopper Report Sample
10. Overcoming Reading Challenges
  - Dealing with Digital Eye Strain
  - Minimizing Distractions
  - Managing Screen Time
11. Cultivating a Reading Routine Secret Shopper Report Sample
  - Setting Reading Goals Secret Shopper Report Sample
  - Carving Out Dedicated Reading Time

12. Sourcing Reliable Information of Secret Shopper Report Sample
  - Fact-Checking eBook Content of Secret Shopper Report Sample
  - Distinguishing Credible Sources
13. Promoting Lifelong Learning
  - Utilizing eBooks for Skill Development
  - Exploring Educational eBooks
14. Embracing eBook Trends
  - Integration of Multimedia Elements
  - Interactive and Gamified eBooks

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