

# Sample Airport MYSTERY SHOP FORM



## How do you know what the service experience is in your airport?

**The first step in improving service is MEASURING IT. But what will you measure? Who will do the measuring?**

Make use of the Sample Airport Mystery Shop Form on the next page to gain basic insight on employee-customer interactions. This condensed version of a typical mystery shop form:

- Is designed for use in airport concessions locations
- Can be used as a manual mystery shop or an observation form
- Collects information that can be used to improve service
- Includes basic questions for you and your team to get used to the process

CSE has been the leading provider of airport mystery shopping programs for over 15 years, and we have designed a basic quick shop form to provide feedback on 6 basic service standards.

How to use the form:

1. Share it with your team and review each standard
2. Provide examples of what the expectation is for each standard
3. Choose people to observe interactions, or be the "mystery shopper" and experience the interaction themselves
4. The observer/mystery shopper should complete the form after their observation/ interaction; being as objective as possible and providing adequate detail.
5. The manager should share the completed form with the employee, reviewing the success and opportunities that were observed.

Begin collecting actionable feedback with the Sample Airport Mystery Shop Form on the next page and take the first step toward service improvement.

# Sample Airport MYSTERY SHOP FORM

**LOCATION:** \_\_\_\_\_

**DATE:** \_\_\_\_\_ **TIME:** \_\_\_\_\_

**# OF CUSTOMERS IN STORE:** \_\_\_\_\_

**PLEASE CHECK ONE:**

☐

**I WAS the customer**

☐

**I OBSERVED a customer**

1. How long did it take to be **GREETED**? \_\_\_\_\_

2. What was the Associate's **GREETING**? \_\_\_\_\_  
\_\_\_\_\_

3. Was the Associate **FRIENDLY**, with **GOOD BODY LANGUAGE**? ☐ Yes ☐ No

4. Did the Associate suggest additional items or **UPSELL**? ☐ Yes ☐ No

5. Did the Associate say **THANK YOU**? ☐ Yes ☐ No

6. What was the Associate's **PARTING REMARK**? \_\_\_\_\_  
\_\_\_\_\_