

# ACME COMPANY

## RETAIL STORE MYSTERY SHOPPER CHECKLIST



Millstone Avenue - Rutherford | Millstone Avenue,

FRIDAY 13TH MARCH 2026

### SUMMARY

Overall, the store provided a generally positive shopping experience with clean aisles, organized displays, and well-stocked shelves. However, a few minor issues were noted, including an empty restroom toilet paper dispenser, a prepackaged sandwich that appeared stale, and staff not proactively offering assistance. Addressing these areas would help improve overall customer experience and maintain consistent operational standards.

### Cleanliness and Appearance

Q#	QUESTION	RESPONSE
1.	Was the parking lot clean and free of waste?	YES
2.	Was the entrance of the store clean and well maintained?	YES
3.	Was the signage in the store clearly visible and undamaged?	YES
4.	Was the store clean, neat and well maintained (no dirty floors, unattended spills, etc.)?	YES
5.	Was the restroom clean, well-stocked, and well-maintained (toilet paper/paper towels available, toilets/taps operational, etc.)?	NO



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The restroom was not well-stocked. The toilet paper dispenser in one stall of the second floor's ladies' washroom was empty.

6.	Were the aisles free of clutter and obstructions?	YES
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### Employee Behaviour

Q#	QUESTION	RESPONSE
7.	Were you approached by an employee within 30 seconds of entering the store?	YES

8.	Did the employee smile at you?	YES
9.	Did the employee ask what you were looking for?	YES
10.	Did the employee offer to help? <i>While browsing the produce and packaged goods aisles, no employee approached to offer assistance. Staff members were seen restocking shelves, but did not engage or ask if help was needed.</i>	NO
11.	Did the employee offer you any additional items?	YES
12.	Did the employee give you his/her undivided attention?	YES
13.	Were all employees/team members polite?	YES
14.	Did the associates/team members provide above-and-beyond services?	YES
15.	Did any other (not previously evaluated) team members you encountered or passed in the store smile and greet you?	YES
16.	Did the employee say a pleasant closing phrase (such as "Have a nice day," "Thank you for shopping," "Thank you," etc.)?	YES
17.	Did the cashier greet you when you reached the counter?	YES
18.	Did the cashier ask if you found everything?	YES
19.	Did the cashier mention the loyalty/rewards program by name during the transaction?	YES
20.	If you do not use the loyalty program, did the cashier ask you if you would like to become a member?	YES
21.	Did the cashier refer to the customer/guest satisfaction survey at the end of the transaction?	YES
22.	Did the cashier thank you at the end of the transaction?	YES

### Process until Purchase

Q#	QUESTION	RESPONSE
23.	Was every item you wanted to buy available?	YES
24.	Did perishable items (salads, sandwiches, etc.) seem fresh?	NO



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*One of the prepackaged sandwiches in the refrigerated section appeared stale. The lettuce inside the sandwich looked wilted and browned, and there was visible condensation inside the packaging, indicating the product may have been sitting for an extended period.*

25.	Were all items fresh?	YES
26.	Were there fewer than three customers in line?	YES
27.	How long did the transaction take from the time you arrived at the register until you received your receipt?	6 minutes
28.	How many registers were open when you got in line?	3

### Completion

Q#	QUESTION	RESPONSE
29.	Assessment and recommendations	The store was generally clean, organized, and well-stocked, and most standards were met. However, a few issues were observed, including an unstocked restroom dispenser, a prepackaged sandwich that appeared stale, and a lack of proactive assistance from staff while browsing.

### DECLARATION



Auditor  
(Jennifer Hunt)

### AUDITOR'S LOCATION