**Mystery Shopping**

**Recommended Study Name:** Mystery Shopping for **[ITEM]**

**Objectives:** Explore the product purchase experience and identify ways of improving the process for your customers across aspects such as environment / atmosphere, overall shopping experience, service and product displays / pricing.

**Email Invite**

Subject: Take us with you?

Hi **[%Name%]**,

The next time you shop for **[ITEM]** at **[RETAILER]**, can we tag along with you?

We’re asking people who intend to shop **[RETAILER]** for **[ITEM]** in the next **[TIME FRAME]** to share their shopping experience while they shop. The survey is short and will take less than 5 minutes to complete.

**Click here** to get started. Or, copy and paste this link into your browser: **[LINK]**

**[CONSIDER INSERTING TAKE-AWAYS FROM A PREVIOUS ACTIVITY TO FEED BACK TO MEMBERS AND DRIVE ENGAGEMENT]**

Enjoy

**[COMMUNITY NAME]**

**Questionnaire**

**[Q1] Instructions**

**Question Type:** Text & Image

Who sees this question? All members

We’d like you to take a tour of the store today and evaluate your experience shopping for **[ITEM]**. Once you’re done shopping, whether you buy it or not, and click the next button and answer a few questions. We will be asking you for:

* Three words to describe the atmosphere of the store
* Your evaluation of different aspects of the shopping experience for **[ITEM]** (e.g. product displays, pricing, etc.)
* A photo of the display of the products (if you can get one)
* One thing to improve about shopping for **[ITEM]** in this store

**[Q2] Word Associations with Experience**

**Question Type:** Long Answer

Who sees this question? All members

What three words best describe your experience in the store?

**PRO-TIP: Use Text Analysis to create a more visual representation of the word frequency for this question.**

**[Q3] Overall Satisfaction**

**Question Type:** Single Choice

Who sees this question? All members

How satisfied are you with the overall in-store shopping experience for **[ITEM]**?

Extremely satisfied

Very satisfied

Somewhat satisfied

Very dissatisfied

Extremely dissatisfied

**[Q4] Store Factors**

**Question Type:** Multi Choice

**Who sees this question?** All members

Which of these are important to you when you shop **in-store** for **[CATEGORY]**? Select your top three.

**[SELECT A MAXIMUM OF 10 FROM THE SAMPLE LIST BELOW OR ADD YOUR OWN]**

**[RANDOMIZE]**

Carries the brands I love

Checkout Experience

Cleanliness

Convenient locations

Convenient parking

Coupons

Customer Experience

Displays

Ease of finding **[ITEM]**

Friendliness of Staff

Has good sales

Helpful personnel

I can easily find what I’m looking for

Knowledgeable personnel

Not cluttered

Offers products at reasonable prices

Prices

Selection of Brands

Shopping Experience

Size of store

Variety of selection

Something else (we’re listening!): **[ANCHOR][OPEN END]**

**PRO-TIP: Keep the lists for this question and the others in the survey short, as members are likely to be taking this on a mobile device. Who wants to scroll through a huge list of factors?**

**[Q5] Store Factors - Satisfied**

**Question Type:** Multi Choice

**Who sees this question?** All members

And with your experience today, how did the store do? Select the factors below that you were happy with today.

**[PIPE THROUGH RESPONSES FROM Q4]**

**[Q6] Improvements**

**Question Type:** Long Answer

Who sees this question? All members

What is one thing you would improve about shopping for **[ITEM]** in this store?

**[Q7] Photo of Display**

**Question Type**: Mobile Upload

**Who sees this question?** All members

Did you get a chance to take a photo of the display with **[ITEM]**? Upload it here if you did! If not, no big deal. Just click Next to continue.

**[MARK AS OPTIONAL SO MEMBERS CAN PROCEED WITHOUT UPLOADING A PHOTO]**

**[Q8] Store Location**

**Question Type:** Short Answer

Who sees this question? All members

Oh yeah, real quick: what city are you shopping in?

**[Q9] Purchase Today**

**Question Type:** Single Choice

Who sees this question? All members

And now, the big question: did you purchase **[ITEM]** at **[RETAILER]** today?

Yes

No

**PRO-TIP: Use this question as a possible shareback to the community.**

**[Q10] No Purchase - Reasons**

**Question Type:** Multi Choice

**Who sees this question?** All members who did not purchase the item

Mind sharing why didn’t you buy **[ITEM]** today?

**[SELECT A MAXIMUM OF 10 FROM THE SAMPLE LIST BELOW OR ADD YOUR OWN]**

**[RANDOMIZE]**

Brand not carried in the store

Costs more than I'm willing to pay

Costs more than other brands

Didn’t need it

Didn’t offer large package sizes

Didn’t offer package sizes I want

Didn’t offer version I want

Difficult to determine which product is right for me

Hard to find in the store

In-store salesperson or advisor recommended another brand

No promotions, discounts or coupons

Out of stock

Quantity/package sizes too large

It is too expensive

It didn’t come in the pack/ flavor/ type I want

Prefer another brand

Heard negative reviews

It is a brand my family does not like

Not recommended by experts/specialists

Had not seen positive review on social media

Insufficient number of cashiers

Insufficient staff available to help me

Store was not clean

Something else (we’re listening!): **[ANCHOR][OPEN END]**

**Survey Complete**

**Question Type:** End Survey

Who sees this question? All members

That’s it! We hope that this was a fun change of pace from some of our other activities. Your perspective is going to be super helpful as we look at the in-store experience. We’ll keep you in the loop on how things progress.

We really appreciate the feedback and look forward to hearing from you again.

Thanks again!

**[COMMUNITY NAME]**

**Color Coding**

**Pro-tips**

**Input needed from you [customer]**

**Sparq pipe**

**Sparq settings**

**Sparq logic**