

## SAMPLE REPORT - Whistler Experience Secret Shopper Program

### Shop Details

\* 1. Your initials:

\* 2. Date and time of the Shop (DD/MM/YYYY)

Shop Date & Time

Date		Time		AM/PM
<input type="text" value="DD/MM/YYYY"/>		<input type="text" value="hh"/>	<input type="text" value="mm"/>	<input type="text" value="-"/>

\* 3. Shop was conducted

- |   |  |
|---|--|
| <input type="radio"/> In Person                   | <input type="radio"/> By Phone                   |
| <input type="radio"/> Booked In Person + Activity | <input type="radio"/> Booked By Phone + Activity |

\* 4. **Name of the employee scored?** If you didn't get the employee's name, please provide a detailed description.

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### Section 2: Tell us how the employee showed **ACCOUNTABILITY!**

To be **accountable** means: the employee is dependable and delivers on promises. This includes basic promises, such as the ability to deliver products or services advertised.

#### \* 5. Rate the employee's ability to deliver the products & services the business provides.

1 - Poor	2	3	4	5	6	7	8	9	10 - Excellent
<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>

Describe the reason for your response.

#### \* 6. Rate the employee's ability to adequately answer your questions.

1 - Poor	2	3	4	5	6	7	8	9	10 - Excellent
<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>

Describe the reason for your response.

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### Section 3: Was the employee being **BOLD**?

To be bold means: the **employee takes initiative by anticipating and efficiently responding to customer needs.**

**\* 7. Rate the employee's ability to anticipate your needs and offer advice.**

1 - Poor	2	3	4	5	6	7	8	9	10 - Excellent
<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>

Describe the reason for your response.

**\* 8. Rate the employee's ability to ask you questions to gain knowledge on your needs in order to make a recommendation.**

1 - Poor	2	3	4	5	6	7	8	9	10 - Excellent
<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>

Describe the reason for your response.

**\* 9. Rate the efficiency of service. Were inquiries handled effectively and were wait times reasonable?**

1 - Poor	2	3	4	5	6	7	8	9	10 - Excellent
<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>

Describe the reason for your response.

**\*10. Rate the employee's ability to confidently lead the conversation.**

1 - Poor	2	3	4	5	6	7	8	9	10 - Excellent
<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>

Describe the reason for your response.

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### Section 4: Did the employee **CONNECT**?

**The employee connects by personalizing the experience:** they make an effort to get to know you and share the Whistler wow!

**\* 11. Rate the employee's ability to open and close the interaction. Did they greet you and see you off appropriately?**

1 - Poor	2	3	4	5	6	7	8	9	10 - Excellent
<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>

**Describe what happened at the beginning and conclusion of the conversation.**

What was the greeting? When did it happen? For phone shops: How many times did it ring before the phone was picked up or were you directed to a voice message?

**\* 12. Rate the employee's ability to express interest in getting to know you.**

(e.g. asking where you're from, about your day, etc.)

1 - Poor	2	3	4	5	6	7	8	9	10 - Excellent
<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>

**Describe the reason for your response.**

**\* 13. Rate the employee's attitude toward you. Were they positive?**

1 - Poor	2	3	4	5	6	7	8	9	10 - Excellent
<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>

Describe the reason for your response.

Section 5: Final questions

14. Did the employee prompt you to book or purchase a product or service?

\*Non-scoring - this question will not affect business overall term score

☐ Yes

☐ N/A for tour shops or non-purchase venues

☐ No

What did the employee say?

\* 15. Rate the employee on any errors made during the shop.

Errors happen - take error frequency and any resolutions into consideration

1 - Poor	2	3	4	5	6	7	8	9	10 - Excellent
<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>

Please describe. If there was an issue, how was it resolved? Which staff members were involved? What did they say? How much time did the process take?

**16. Think back to the environment in the venue during your visit. What did you observe? Were there any areas for improvement?**  
(Add NA if not applicable)

\*Non-scoring - this question will not affect business overall term score

How busy was it?

Were multiple other  
customers awaiting  
service?

Were there  
sufficient staff  
numbers?

Sounds (music,  
noise level)

Physical  
environment  
(layout,  
accessibility)

Cleanliness

Additional  
comments

**\* 17. Based on your experience and NOT considering pricing, how likely are you to recommend the organization?**

\* Non-scoring - this question will not affect business overall term score

0 - I would not recommend	1	2	3	4	5	6	7	8	9	10 - I would highly recommend
<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>

If you didn't give it a 10, what would have made it a 10?

**\* 18. Business' Name**

- ☐ Business #1
- ☐ Business #2
- ☐ Business #3



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### SAMPLE PREMIUM SHOP - Business #1

Questions below are samples - Premium Businesses can customize up to three additional questions to be included into their report.

19. Did the employee's greeting include the employee's name? And did they sound friendly, upbeat and sincere?

20. Did the employee use your name (full name or just first name) at least once during the interaction?

21. Before ending the call, did the employee ask: "Is there anything else I/we can do for you?"