**Checklist**

1.Research how other businesses have integrated mystery shoppers and what kind of information they have asked the mystery shopper to provide.

Mystery Shopping is a standard / anonymous form of Market Research. It provides a way for companies to gather information about their business to improve customer service, training and overall operation. This information allows companies to turn their service vision into reality.

1. Analysis of competitors
2. Review of internal processes and procedures
3. Evaluate Staff Performance
4. Evaluating Point of Sale Material and The Retail Store
5. Review customer brand perceptions

2.Using Google Docs, create a checklist of things for the mystery shopper to comment on regarding their customer service experience with your industry business unit (accounting, engineering or IT).

Checklist:

1. Mystery Shopper Name
2. Agency Name
3. Date
4. Address of Agency
5. Detail Information
6. Clear explanation
7. Staff attitude