



MYSTERY SHOPPER REPORT CARD

Practice name: _____ Veterinarian seen: _____
 Location: _____ Services rendered: _____ Fee: \$ _____
 Date: _____ Fee: \$ _____
 Shopper's name: _____ Fee: \$ _____
 Services sought: _____ Fee: \$ _____

Appearances

- What were your impressions of the exterior of the practice, including the sign and parking lot? _____

- When you entered the practice, were you greeted by a receptionist? Yes No
- Were staff members wearing uniforms? Yes No
- Did staff members wear name badges? Yes No
- Did the following employees' appearances seem professional?
 - Receptionists: Yes No
 - Technicians: Yes No
 - Veterinarians: Yes No
 - Practice manager: Yes No
- Was the inside of the practice:
 - Clean and orderly
 - Untidy but overall clean
 - Dirty and smelly
- Comments: _____

Client service

- When you made your appointment, how were you treated on the phone? _____

- On-site, the staff members' attitudes were:
 - Friendly and helpful
 - Nice enough, but distracted
 - Unfriendly and unhelpful
- The doctor's attitude was:
 - Professional and compassionate
 - Professional, but hurried
 - Unprofessional, but compassionate
 - Unprofessional and hurried
- Did you have to wait to be seen? Yes No
 If so, how long?
 - Five minutes or less Six to 10 minutes
 - 11 to 15 minutes More than 15 minutes

- Did team members talk to you about other services, vaccinations, and preventative care your pet may have needed? Yes No
- Did the staff call you by name? Yes No
- Did the staff call your pet by name? Yes No
- Was a technician or assistant in the exam room? Yes No
- Comments: _____

Client education

- Did the doctor use a pamphlet or brochure to help explain products and services? Yes No
- Did he or she use videos? Yes No
- Did you receive an exam room report card? Yes No
- Did the doctor ask if you had any questions or concerns before he or she reached for the door to leave? Yes No
- Comments: _____

Overall

- What were the practice's best aspects? _____

- What were the practice's weakest aspects? _____

- On a scale of one to 10, with 10 being the highest, how did the practice rate? ① ② ③ ④ ⑤ ⑥ ⑦ ⑧ ⑨ ⑩
 Why? _____

- How could the practice be improved?

