



# Feedback Report

SAMPLE MYSTERY SHOPPER REPORT

SAMPLE REPORT PAGES

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# Explanatory Notes

## How to read this report

Marks from the Mystery Shopper's visit are shown as a grade on the Mystery Shopper Score Summary page.

We also compare the results of this mystery shop to similar properties in the region indicated by the lowest, average and highest scores.

Detailed written feedback can be found following this, in the section with the appropriate heading, as listed in the Contents section. The grades shown in this summary are based on the scores given by the Mystery Shopper. They are only an indication of strengths or weaknesses of the property.

The Mystery Shopper's report is subjective feedback intended as a guide to aid development and help you provide the best possible service for future visitors. It is not necessarily representative of the experience of every guest to your property and should not be taken as a personal judgement on your property or staff.

For further information on the process or this report please contact:

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# Mystery Shopper Score Summary

Marks from the Mystery Shopper are shown as a grade below; they are only an indication of strengths or weaknesses of the property for the judges.

A\* - Outstanding  
C – Good

A – Excellent  
D – Acceptable

B - Very Good  
E - Poor

Category	Your Grade	Lowest	Average	Highest
Website	B	B	A	A*
Booking & Confirmation	A	C	A	A*
Exterior	A*	B	A	A*
Arrival & Reception	A	C	B	A
Retail	A*	C	B	A*
Pre-Treatment	A	E	B	A*
Treatment Rooms	B	E	B	A
Treatment 1	A*	E	C	A*
Treatment 2	A	D	B	A
Post-Treatments	C	D	C	B
Safety & Hygiene	C	E	D	A
Heat & Water Facilities	A	C	A	A*
Design, Decor & Ambiance	B	C	B	A
Cuisine	A	A	A	A
Accommodation	A*	A	A*	A*
Departure	A	C	B	A
Staff	A*	B	A	A*
Observations	A*	C	A	A*

# Website

Mystery Visitor's Score: B

Areas of Strength	5 languages, clear thumbnails, detailed photo gallery
Areas for Improvement	The photo gallery could be improved and provide a more accurate depiction of the Spa. i.e. featuring the Spa entrance, retail and/or Spa amenities. A property "map" feature would also be a helpful addition to understand the locations of the various buildings and programs, prior to booking and arrival.
Is the website easy to understand?	Very
Is the website easy to use to book?	Very
Comments	There were several different options for contacting the Spa to book such as toll free number and web chat, book a consultation and make an enquiry. The site was easy to navigate with all appropriate information provided.
How closely does the website reflect the real experience, look and feel of the spa?	Very
Comments	Very honest photos - I could easily recognise the facilities from images I had seen on the website and the atmosphere and setting was how I had imagined it to be.