



Mystery Eyes specialises in providing mystery customer programmes to pubs and retail venues.

We are always looking for individuals who have a keen eye for detail to provide constructive and detailed feedback on their pub and retail experiences, so that businesses can use that information to improve the general customer experience.

Here are some hints and tips on what to observe during your visits to help you gather all the information required.

Whenever you complete a mystery visit, the details you observe are really important to us, so please remember to add comments to your questionnaire.

Before Your Visit

- Always check the pub or store's website for opening hours and, where relevant, food service times or delivery/collection policies
- For pubs, we recommend reserving a table if you're planning to eat
- For retail visits, check for any current promotions or seasonal campaigns that may be relevant

During your visit you will need to be observant please take note of the following:

External Impressions (Kerb Appeal)

- Lighting – Is the venue well-lit from the outside?
- Signage – Is it clear, well-maintained, and does it reflect current branding or promotions?
- Presentation – Planting, window displays, entranceway cleanliness.
- Outdoor Areas (if applicable) – Car parks, smoking areas, display stands, or any exterior selling space. Are they clean, welcoming, and tidy?



First Impressions (Upon Entry)

- Were you greeted on entry?
- Is the entrance clear and inviting?
- Is the layout easy to navigate?
- Are posters and promotional materials up-to-date and visible?

Environment & Cleanliness

- Is the venue clean and well-maintained?
- For pubs: Are tables cleared promptly? Lighting and temperature comfortable?
- For retail: Are shelves neat? Are aisles clear of obstructions and well-stocked?
- Is music playing? Volume? Appropriateness?

Customer Service

- How quickly were you acknowledged?
- Were you served in turn?
- Was the service friendly and helpful?
- Were staff well-presented? Uniforms? Name badges?
- Were you given information on products or helped in making a choice?

Retail-Specific Observations

- Were products easy to find and well-organised?
- Were promotions clearly labelled and staff able to explain them?
- Was the checkout process efficient? Were alternative payment methods offered?
- Were staff upselling (e.g. loyalty cards, accessories, add-ons)?
- Was the return or exchange policy displayed or explained?



Pub-Specific Observations

- Bar service: Was it clean? Was the glassware correct? Were cask ales or specials promoted?
- Food service: Menus available? Specials highlighted? Was food hot, well-presented, and served in a timely manner?
- Did staff check on you during the meal?
- Was coffee available and promoted?
- Did the venue promote any events like quizzes, food nights, or special offers?

What's Being Promoted?

- Look out for posters, chalkboards, or digital screens.
- Take note of store promotions, loyalty programmes, events, or local partnerships.
- In pubs, check for events like quiz nights, Sunday roasts, or live music.
- What's being done to encourage you to return?

Toilets (If Applicable)

- Aroma acceptable?
- Cleanliness of bowls, sinks, and floors?
- Functioning locks and stocked supplies?
- Handwashing and drying facilities?

Final Impressions

- Were you acknowledged when leaving?
- Assess overall value for money or shopping experience.
- Were any staff members exceptional?
- Would you return?
- Would you recommend the venue?
- How could the experience be improved?



If you're unsure about any section, or forget to observe something, please select "N/A" in your report.

All questionnaires should be completed at www.mysteryeyesvisits.co.uk.

Please provide as much detail as possible in the comment boxes. Unfortunately, we cannot provide payment if a report is incomplete or severely lacking information.

And most importantly – ENJOY YOUR VISIT!