

HUMANEXPERIENCE

MYSTERY SHOPPING REPORT

2024 Victoria Accommodation Awards for Excellence



Accommodation Australia
A DIVISION OF THE AHA | VIC

Sample Venue
Hotel Spa of the Year

Conducted On: Sample Date

Report Presented: Sample Date

H^x

YOUR RESULTS

SAMPLE VENUE - HOTEL SPA OF THE YEAR MYSTERY SHOPPING REPORT

The next few pages provide a detailed breakdown of each of the sub-scores in your mystery shopping report.

OVERALL SCORE FOR THIS REPORT

0 - 66% High risk area

67 - 80% Requires management

81 - 100% Area of strength

your results

5% TELEPHONE TECHNIQUE	15% STAFF WELCOMING, PROMPTNESS & GROOMING	10% CLEANLINESS & HYGIENE	10% SPA FACILITIES	5% OTHER FACILITIES
2.5% TECHNICAL SKILLS & KNOWLEDGE OF STAFF	5% CHANGE ROOM	30% SPA SERVICE	5% ENVIRONMENTAL SUSTAINABILITY	2.5% ACCURACY OF ACCOUNT
10% WOW FACTOR				

TELEPHONE TECHNIQUE

SAMPLE VENUE - HOTEL SPA OF THE YEAR MYSTERY SHOPPING REPORT

Date & time of the call: Sample Date

results

1.01	Was the telephone answered within three rings, when you called to make a booking at the Spa?	
1.02	Did the Spa service staff member identify the name of the spa when they answered the phone?	
1.03	Did the Spa service staff member give their name when they answered the phone?	
1.04	If yes, what was their name?	
1.05	Did the Spa service staff member attempt to up sell your requested treatment?	
1.06	Did the Spa service staff member clearly communicate what to expect on arrival and during the treatment as well as the cancellation policy?	
1.07	Did the Spa service staff member confirm your reservation date and time?	
1.08	Did the Spa service staff member farewell you in a friendly manner?	

notes...

TOTALS FOR THIS SECTION			
POSITIVE	NEGATIVE	N/A	TOTAL

STAFF WELCOMING, GROOMING & UNIFORM

SAMPLE VENUE - HOTEL SPA OF THE YEAR
MYSTERY SHOPPING REPORT

Date & time arrived at the venue: {\$arrival_datetime}

results

2.01	Were you greeted or acknowledged within 60 seconds of entering the Spa?	
2.02	Did the Spa service staff member smile and make eye contact while serving you?	
2.03	Did the Spa service staff member use your name while serving you?	
2.04	Did the Spa service staff member use courteous language?	
2.05	Did the Spa service staff member who served introduce themselves by name or were they wearing a name badge?	
2.06	If yes, what was their name?	
2.07	If no, please describe the Spa service staff member who served you.	
2.08	Were all the Spa service staff members attentive?	
2.09	Did the Spa service staff member ask if you have been to their Spa before?	
2.10	Did the Spa service staff member offer a clear explanation of how the Spa works?	
2.11	Were all the Spa service staff members well groomed?	
2.12	Were all the Spa service staff members in full uniform?	
2.13	Was the uniform of all the Spa service staff members consistent with the theme of the Spa itself?	

notes...

TOTALS FOR THIS SECTION			
POSITIVE	NEGATIVE	N/A	TOTAL

CLEANLINESS, HYGIENE & FACILITIES

SAMPLE VENUE - HOTEL SPA OF THE YEAR
MYSTERY SHOPPING REPORT

results

3.01	Was the Spa clean and hygienic in the reception / lounge areas?	
3.02	Was the Spa reception / lounge area tidy?	
3.03	Were carpets and floors within the Spa clean?	
3.04	Were you offered a complimentary drink on arrival?	
3.05	If yes, was the glassware / crockery clean when you were served your drink?	
3.06	Was the Spa well maintained, with furnishings and fittings in good condition?	

notes...

TOTALS FOR THIS SECTION			
POSITIVE	NEGATIVE	N/A	TOTAL

SPA FACILITIES
SAMPLE VENUE - HOTEL SPA OF THE YEAR
MYSTERY SHOPPING REPORT

results

4.01	Was the design inside Spa impressive?	
4.02	If yes, please tell us what you were impressed by?	
4.03	Was the décor inside the Spa impressive?	
4.04	If yes, please tell us what you were impressed by?	
4.05	Was there audible music in the Spa?	
4.06	Was the lighting inside the Spa appropriate?	
4.07	Was the temperature inside the Spa comfortable?	
4.08	Were there fresh towels available for you to use in the Spa?	
4.09	Was there a plentiful supply of fresh towels available?	
4.10	Were the fresh towels available of a deluxe standard?	
4.11	Was there complimentary water on offer in the Spa?	
4.12	If yes, was there a plentiful supply?	
4.13	Were there fresh flower arrangements inside the Spa?	
4.14	Were there indoor plants inside the Spa?	

notes...



TOTALS FOR THIS SECTION			
POSITIVE	NEGATIVE	N/A	TOTAL

OTHER FACILITIES

SAMPLE VENUE - HOTEL SPA OF THE YEAR MYSTERY SHOPPING REPORT

results

5.01	Were there other facilities in the Spa (besides the treatments on offer)?	
5.02	If yes, what were they?	
5.03	Were there clear instructions provided by a Spa service staff member, verbally or in written form, on how to use this facility?	
5.04	Was this facility clean?	
5.05	Was this facility well maintained?	

notes...

TOTALS FOR THIS SECTION			
POSITIVE	NEGATIVE	N/A	TOTAL

TECHNICAL SKILLS & KNOWLEDGE OF STAFF

SAMPLE VENUE - HOTEL SPA OF THE YEAR
MYSTERY SHOPPING REPORT

results

ASK	<i>"Which is your most popular treatment?"</i>	
6.01	What did the Spa service staff member recommend?	
6.02	Was your query answered confidently?	
6.03	Was your query answered in an informative manner?	
6.04	Was your query answered efficiently?	
6.05	Did a Spa service staff member up sell or suggestive sell to you at any time?	

notes...

TOTALS FOR THIS SECTION			
POSITIVE	NEGATIVE	N/A	TOTAL

CHANGE ROOMS

SAMPLE VENUE - HOTEL SPA OF THE YEAR MYSTERY SHOPPING REPORT

results

7.01	Was there a facility in the change room, for you to secure your valuables?	
7.02	Were the change rooms clean and hygienic?	
7.03	Were the change rooms tidy?	
7.04	Were carpets and floors within the change rooms clean?	
7.05	Was background music playing inside the change rooms?	
7.06	If yes, was the music playing aligned to the Spa?	
7.07	Were there fresh flower arrangements or indoor plants in the change rooms?	
7.08	Were there elements of luxury included in the change rooms?	

notes...

TOTALS FOR THIS SECTION			
POSITIVE	NEGATIVE	N/A	TOTAL

SPA SERVICES

SAMPLE VENUE - HOTEL SPA OF THE YEAR MYSTERY SHOPPING REPORT

results

8.01	Was there a good range of Spa treatments available relative to the hotel's target market?	
8.02	Were there additional services offered at the Spa (above and beyond typical spa treatments)?	
8.03	If yes, what were they?	
8.04	Were there gift vouchers and / or gift packs available for purchase?	
8.05	Did your treatment start on time?	
8.06	Was the treatment room set up and ready for you?	
8.07	Was the treatment room clean and tidy?	
8.08	Was there audible music in the treatment room?	
8.09	Was the lighting inside the treatment room appropriate?	
8.10	Were the glasses cleared within five minutes of all guests finishing their drinks?	
8.11	Did the Spa service staff member performing the treatment, introduce themselves?	
8.12	Did the Spa service staff member performing the treatment, use your name?	
8.13	Did the Spa service staff member perform the treatment as per the description of the services that you purchased?	
8.14	Did the Spa service staff member make recommendations about what you should do post treatment?	
8.15	Did the Spa service staff member performing the treatment use courteous language?	
8.16	Did your treatment end on time?	

notes...



TOTALS FOR THIS SECTION			
POSITIVE	NEGATIVE	N/A	TOTAL

ENVIRONMENTAL SUSTAINABILITY

SAMPLE VENUE - HOTEL SPA OF THE YEAR
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results

9.01	"Was there visual evidence that the hotel is supportive of and/or engaging in environmentally sustainable practices? e.g. reimbursements or incentives to minimise environmental footprint (credit for not changing towels each day), messaging/collateral around choices the hotel has made (no single-use water bottles), additional information at check-in about initiatives.	
	If yes, what were they?	

TOTALS FOR THIS SECTION			
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POSITIVE	NEGATIVE	N/A	TOTAL

LEAVING THE VENUE

SAMPLE VENUE - HOTEL SPA OF THE YEAR MYSTERY SHOPPING REPORT

results

10.01	Were you farewelled as you left the Spa?	
10.02	Was the bill accurate and as per the services you received?	

notes...

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TOTALS FOR THIS SECTION			
POSITIVE	NEGATIVE	N/A	TOTAL

WOW FACTOR' SERVICE

SAMPLE VENUE - HOTEL SPA OF THE YEAR
MYSTERY SHOPPING REPORT

results

11.01	Was there an additional 'wow factor' in experiencing the Spa?	
11.02	If so, what was it?	

TOTALS FOR THIS SECTION			
POSITIVE	NEGATIVE	N/A	TOTAL

KEY COMMENTS

SAMPLE VENUE - HOTEL SPA OF THE YEAR
MYSTERY SHOPPING REPORT

overall feedback...

THE BEST THING

KEY AREA(S) OF IMPROVEMENT
