MYSTERY CLIENT FEEDBACK FORM

The purpose of the mystery client visit is to get unbiased feedback from a ‘Mystery Client’ who reports on their salon experience from a client perspective.

This form is to be filled out by a ‘Mystery Client’ after a salon visit.
This report is then given back to the salon owner, who has the opportunity to use the results as a staff training tool by highlighting both the strengths of the salon and identifying opportunities for improvement.

To ensure that the ‘Mystery Client’ visit is carried out effectively, the following points should be considered:

- Ideally, nobody should be aware of who the ‘Mystery Client’ is, when they will visit, or who they will be booked with.
- The ‘Mystery Client’ should be a new client, as they will have no preconceptions of the salon or the team members.
- There is no best way to select a ‘Mystery Client’ however, ensure that it is somebody who will be objective and take the role seriously.
- If you are finding it difficult to find a ‘Mystery Client’, ask a regular client [whose opinion you value] if they would ask a friend of theirs who has never been to the salon before.
- Ensure the ‘Mystery Client’ has a copy of this form before the visit so as to familiarize themselves with the content and be aware of your expectations of them.
- Mention to the 'Mystery Client' that, where possible, they should try not to answer questions with just a 'Yes or No'

- The ‘Mystery Client’ should pay for their products and services to an agreed pre-set maximum, and be reimbursed this amount later, along with an agreed fee for their time. [Some people may be happy to be a ‘Mystery client’ in return for hairdressing products and services]
- My suggestion is that the ‘Mystery Client’ books in for a minimum service, i.e. a blow-dry or cut only, and be given a budget exceeding that amount to spend on colour, treatments and take-home haircare, on the condition that they are only allowed to spend the total budget on products and services that are professionally suggested to them.
- My suggestion is that the 'Mystery Client' completes this form immediately after the visit, for better recall of the details. They will need to allow for that time after the appointment.
- I suggest that you have ‘Mystery Client’ visits at least twice a year. If the team remains unaware of the identity of the mystery client, you can use them again at a future date.
- Not every question [below] will be relevant to every salon.

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Booking the appointment experience	**Comment**
Did you 'walk-in' or book by phone?	
Walk-in booking only	
If you were a 'walk-in' were you kept waiting?	
Did the receptionist introduce themselves?	
Were they focused, helpful and interested in you?	
What was your initial impression of the salon and reception? i.e. clean, welcoming, etc	
Phone booking only	**Comment**
If you booked by phone, how many rings before the phone was answered?	
If you booked by phone, were you put on hold?	
If you were on hold, was there a recorded message?	
If you were on hold, was it an acceptable amount of time?	

Both walk-in or phone booking	Comment
Was the receptionist organized with a can do attitude?	
Were any other services or promotions mentioned?	
Was there a lot of background noise?	
Were prices explained?	
Did the receptionist ask for and use your name in the conversation?	
Were you offered and explained options of stylist?	
Did the receptionist take your contact details?	
Were appointment details confirmed back to you?	
Was the receptionist friendly?	
Did the salon confirm the appointment between when you booked and the appointment day?	
Any additional feedback on the appointment booking experience	

Arrival experience	Comment
Was the salon easy to find, well lit, good signage, parking etc	
Were you on time?	
Did the receptionist or other acknowledge you immediately?	
Did the receptionist ask your name and confirm appointment details?	
Were the appointment details as expected?	
Did the receptionist introduce themselves?	
Were you kept waiting?	
Were you assisted with bags/ coats/umbrellas etc?	
Were you offered a seat and refreshments/magazines?	
Were magazines and refreshments as expected	
What was your first impression of the salon and staff?	

Any additional feedback on the arrival experience	
Consultation experience	**Comment**
Was the stylist on time?	
When and where was the consultation done? i.e. reception, styling chair, shampoo basin...	
Did the stylist introduce themselves?	
What was your first impression of them?	
Did they look professional? Well groomed? Stylish?	
Did they ask good questions and appear to listen?	
Were they dismissive of your concerns, or did they put you at ease?	
Did they ask about how you maintain your hair at home?	

Did they make suggestions and give you options to consider?	
Was it a good consultation?	
At any stage were you asked to fill in a client record form?	
Did the stylist or other escort you to the shampoo area	
Any additional feedback on the consultation experience	

Shampoo experience	**Comment**
Were you introduced to an assistant?	
Were you gowned up before the shampoo?	
Were you offered or advised of any specific shampoo/ conditioner?	
Were you comfortable at the shampoo basin?	
Did the assistant ask if you were comfortable and adjust things to your satisfaction?	

Did the shampoo assistant talk to you, did you talk to them? Were they responsive?	
Did the shampoo assistant talk over you to anyone else?	
Was it a good shampoo/ massage?	
Was your hair, squeezed dry and combed through at the shampoo station?	
Was a towel turban applied before you left the shampoo station?	
Were you escorted to a styling station?	
Any additional feedback on the shampoo experience	
Styling, cutting and colour experience	**Comment**
After the shampoo, were you kept waiting?	
Were you offered magazines, refreshments, an iPad, or other	

Did the stylist talk to you, did you want them to?	
How would you describe the general demeanor of the stylist/colorist?	
Did the stylist/colorist give you any product recommendations for your hair? Did you want them too?	
Did the stylist/colorist make any suggestions about alternative styles?	
If you asked for color suggestions were your questions answered satisfactorily?	
Did you feel like you were in the hands of someone who knew what they were doing?	
If services were carried out by more than one person were you introduced properly to them?	
If additional services were had or offered, were prices discussed professionally?	
Were you happy with the end results?	
Did the stylist suggest ideas for the future e.g. different style, treatments, color	

Styling, cutting and color experience	Comment
Did the stylist/colorist advise you on home haircare products and were you comfortable with how it was handled?	
Did the stylist/colorist advise you when they would next like to see you and offer to rebook you?	
Would you go back to this stylist and or colorist?	
Did the stylist/colorist offer you a card with their name on?	
Any additional feedback on the styling experience:	
Reception and departure experience	**Comment**
Was the bill what you expected? Was it broken down and explained if needed?	
What was the receptionist's general demeanor?	
Were you offered any home hair care?	

Were you helped with bags, coats, umbrella etc?	
Were you offered to rebook your next appointment?	
Were you made aware of any future salon promotions or offered a ‘New client welcome pack’	
Any additional feedback on reception and departure experience:	
General Experience	**Comment**
Were the staff friendly? Did they try to build a comfortable relationship, rapport with you?	
Was the salon clean?	
Did you use the washroom facilities and were they clean?	
Was the music volume and type appropriate?	
Did the salon smell pleasant?	

Were you happy with the range and presentation of refreshments?	
Did you feel care was taken to protect your clothing and personal possessions?	
How would you describe the general appearance of the staff?	
Would you recommend the salon/stylist/colorist to others?	
Did you think it was value for money?	
Would you pay more for this salon?	
What did you like most about the whole experience?	
What other salon would you compare this salon to?	
What is your overriding memory of the salon/staff?	
Did you feel you could complain if you had wanted to?	
How would you describe the general atmosphere in the salon?	

On a scale of 1 to 10 how would you rate the following [10 being excellent 0 being abysmal]	
Appointment booking experience	
Telephone manner	
Professionalism of receptionist	
Consultation	
The Shampoo experience	
The Cutting/Color/Styling experience	
Stylist manner	
Colorist manner	
Stylists expertise	
Colorist expertise	
Value for money	
Finishing process, reception, farewell	
General helpfulness	
General atmosphere	
Cleanliness of salon	