Exercise 1

Mistery Shopper

Mystery Shopping

MYSTERY SHOPPING - Checklist

External

Location
How can I reach the library?
(On foot, by bike/car/public transport)

Corporate Identity
How consistently has it been implemented throughout the library?

Accessibility
What are the opening hours?
What means of communication can be used, during and after opening hours?

Shelving and furnishings
Is the arrangement of counters, desks, shelves, info points, Internet access points, sofas, chairs practical?

Presentation of media
Which kind of media are presented, and how are they presented?

Customer orientation system
Can the customer find his way around the library, and how can he find individual shelves?

Customer segments
What does the library offer these customers?

Internal

First impression
What is the customer's first impression when he enters the library?

Acceptance
What image does the library have among the residents of Würzburg?

Atmosphere
How are the personal relations between a) staff and customers and b) among the staff members themselves?

Feel-good factor
What is done to make customers feel welcome and comfortable when they visit the library?

Customer advisory service
How are customer inquiries dealt with?

Solving conflicts
How are difficult situations handled?