

Mystery client evaluation form for veterinary practices

Name of veterinary practice: _____ Date of visit: _____ Time: _____

Points evaluated					
General (outside)					
Landscaping (the parking lot is clean, the lawn is cut, the entrance is cleared or cleared of snow in winter, etc.).	Comments:	To improve	Average	Satisfying	Excellent
		1	2	3	4
The sign outside is clean and clearly visible.	Comments:	To improve	Average	Satisfying	Excellent
		1	2	3	4
The windows are clean.	Comments:	To improve	Average	Satisfying	Excellent
		1	2	3	4
The business hours are clearly posted.	Comments:	To improve	Average	Satisfying	Excellent
		1	2	3	4

General (reception area and consultation room)					
The room temperature is acceptable (not too cold or hot).	Comments:	To improve	Average	Satisfying	Excellent
		1	2	3	4
The lighting is adequate (no burned out bulbs, dark corners, or bright/aggressive lighting).	Comments:	To improve	Average	Satisfying	Excellent
		1	2	3	4
The floor and/or carpets are clean.	Comments:	To improve	Average	Satisfying	Excellent
		1	2	3	4
Posters and brochures are not worn out or faded.	Comments:	To improve	Average	Satisfying	Excellent
		1	2	3	4
There are not too many posters or brochures.	Comments:	To improve	Average	Satisfying	Excellent
		1	2	3	4
The ambient odour is pleasant.	Comments:	To improve	Average	Satisfying	Excellent
		1	2	3	4
Restrooms are clean.	Comments:	To improve	Average	Satisfying	Excellent
		1	2	3	4
Punctuality: the consultation took place at the scheduled time.	Comments:	To improve	Average	Satisfying	Excellent
		1	2	3	4
There is enough space to sit in the waiting room.	Comments:	To improve	Average	Satisfying	Excellent
		1	2	3	4

Customer service					
The client is greeted in a timely manner.	Comments:	To improve	Average	Satisfying	Excellent
		1	2	3	4
Employees wear clean uniforms (The animal's hair was removed from the uniform following the previous consultation).	Comments:	To improve	Average	Satisfying	Excellent
		1	2	3	4
Employees wear name tags (if applicable).	Comments:	To improve	Average	Satisfying	Excellent
		1	2	3	4

Employees are professional and polite at all times.	Comments:	To improve	Average	Satisfying	Excellent
		1	2	3	4
Care and costs are clearly explained to the client (to avoid any unpleasant surprises at the time of payment)	Comments:	To improve	Average	Satisfying	Excellent
		1	2	3	4
Once out of the consultation room, the client is accompanied to the retail space (and not left on their own).	Comments:	To improve	Average	Satisfying	Excellent
		1	2	3	4
The invoice is explained to the client.	Comments:	To improve	Average	Satisfying	Excellent
		1	2	3	4

Retail Space					
The shelves are well stocked (no bare spaces).	Comments:	To improve	Average	Satisfying	Excellent
		1	2	3	4
Products are organized so they are easy to find (by brand, cats/dogs, life stage, or pathology).	Comments:	To improve	Average	Satisfying	Excellent
		1	2	3	4
All products are within easy reach for clients (e.g., not behind the counter).	Comments:	To improve	Average	Satisfying	Excellent
		1	2	3	4
Posters and visuals are appropriate; wayfinding signage is clear and easy to follow.	Comments:	To improve	Average	Satisfying	Excellent
		1	2	3	4
Each product price is clearly marked.	Comments:	To improve	Average	Satisfying	Excellent
		1	2	3	4
Themes and promotions are showcased visually.	Comments:	To improve	Average	Satisfying	Excellent
		1	2	3	4
The employee knows the products and can easily answer questions.	Comments:	To improve	Average	Satisfying	Excellent
		1	2	3	4
The employee makes clear and relevant recommendations for the animal's needs.	Comments:	To improve	Average	Satisfying	Excellent
		1	2	3	4

Marketing					
The employee asks the client for his or her email address in order to update the practice's database.	Comments:	To improve	Average	Satisfying	Excellent
		1	2	3	4
The employee mentions the online boutique (when applicable).	Comments:	To improve	Average	Satisfying	Excellent
		1	2	3	4
The practice has a Facebook page and adds content regularly.	Comments:	To improve	Average	Satisfying	Excellent
		1	2	3	4