

DineMarginOps Mystery Shopper Data Intake Form

Location Name: _____

Date / Time Window: _____

Concept Type (QSR / Full-Service / Café):

Evaluator: _____

Arrival & Greeting Score (1-5): _____

Order Accuracy Score (1-5): _____

Service Speed Score (1-5): _____

Upsell Execution Score (1-5): _____

Cleanliness & Ambience Score (1-5): _____

Recovery Handling Score (1-5): _____

Top 3 Wins: _____

Top 3 Gaps: _____

Immediate Coaching Actions: _____