

Secret Shopper Evaluation

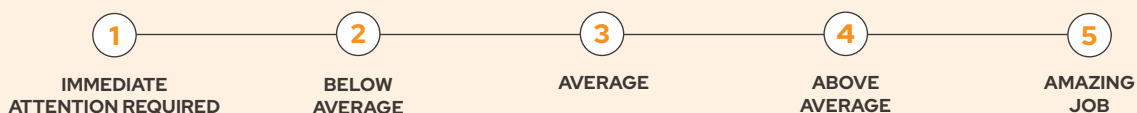
Church Visited

Visit Date

Secret Shopper

Today's Date

PLEASE RATE THE AREAS BELOW ACCORDING TO THIS SCALE:



NA = DOES NOT APPLY OR DID NOT EVALUATE

► Facilities

- _____ Ease in finding the church
- _____ Curb appeal
- _____ Parking (accessibility, ease, signage)
- _____ Exterior signage (clarity, condition, size)
- _____ Interior signage

TOTAL SCORE
(Max Score: 25)

Notes and Thoughts . . .

► Hospitality

- _____ Greeting (warm/cool, too gregarious, etc.)
- _____ Appearance of greeters
- _____ Offered bulletin or information
- _____ Knowledgeable about facility, class locations, church information
- _____ Welcoming to newcomers

TOTAL SCORE
(Max Score: 25)

Notes and Thoughts . . .

► Restrooms

- _____ Signage/directions
- _____ Lighting
- _____ Decor
- _____ Aroma
- _____ Cleanliness

TOTAL SCORE
(Max Score: 25)

Notes and Thoughts . . .

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► Babies/Toddler Area

- | | |
|---|--|
| _____ Signage/directions | _____ Child was greeted,
made to feel at home |
| _____ Cleanliness | _____ Facility (appearance,
size, equipment) |
| _____ Staff (adequate
number, competence,
appearance) | _____ Check-in system |
| _____ Teacher present | _____ Security |
| _____ Organized environment | _____ Check-out system |

TOTAL SCORE
(Max Score: 50)

Notes and Thoughts . . .

► Children's Ministry Area

- | | |
|---|---|
| _____ Signage/directions | _____ Facility (appearance,
size, equipment) |
| _____ Cleanliness | _____ Equipment |
| _____ Staff (adequate
number, competence,
appearance) | _____ Decor |
| _____ Teacher present | _____ Take-home materials |
| _____ Organized environment | _____ Check-in system |
| _____ Child was greeted,
made to feel at home | _____ Security |
| | _____ Check-out system |

TOTAL SCORE
(Max Score: 65)

Notes and Thoughts . . .

► Student Ministry Area

- | | |
|---|--|
| _____ Signage/directions | _____ Youth was greeted,
made to feel at home |
| _____ Cleanliness | _____ Facility (appearance,
size, equipment) |
| _____ Staff (adequate
number, competence,
appearance) | _____ Equipment |
| _____ Teacher present | _____ Decor |
| _____ Organized environment | _____ Security |

TOTAL SCORE
(Max Score: 50)

Notes and Thoughts . . .

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► Worship Service

- | | |
|---|--|
| _____ Auditorium appearance | ABOUT THE SERMON |
| _____ Seating (availability, comfort) | _____ Content |
| _____ Helped in finding a seat | _____ Length |
| _____ Friendliness (general feel, warmth) | _____ Clarity |
| _____ Information about what to do and when | _____ Level of interest |
| _____ Screens (projection) | _____ Relevance |
| _____ Sound (audio mix) | _____ Notes |
| _____ Length of service | _____ Pastoral perception (attire, friendliness) |
| | _____ Takeaway |

TOTAL SCORE
(Max Score: 80)

Notes and Thoughts . . .

► Brand and Image

- | | |
|--|--|
| _____ Bulletin/worship folder (printing, graphics, clarity, information) | _____ Signage |
| _____ Newsletter | _____ Lobby |
| _____ Brochures | _____ Information availability (arrangement, appeal, thoroughness) |
| _____ Logo | |

TOTAL SCORE
(Max Score: 35)

Notes and Thoughts . . .

► Follow-up

- | | |
|---|------------------------------------|
| _____ Appropriate amount (too little, too much) | _____ Friendliness of people |
| _____ Type of follow-up | _____ Friendliness of pastor/staff |

TOTAL SCORE
(Max Score: 20)

Notes and Thoughts . . .

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► Miscellaneous

What are your overall impressions of your visit? Strengths, things to work on, etc.?

Is this a place where you would want to return? Why or why not?

Is this a place where you would invite your friends/neighbors to attend? Why or why not?

If you could change one thing about your experience, what would it be?

OVERALL, THIS CHURCH WAS ...



Evaluator's Name

Today's Date