SITE survey. APP

SITE SURVEY REPORT

Mystery Shopper Visit

Prepared for	Clearview Eyecare Ltd
Date	26 Sep 2026
Site	Clearview Eyecare, Chelmsford
Prepared by	G. Thorne

FORM

Mystery Shopper Visit

1. Record details and scope

Project	Clearview Eyecare, Chelmsford: mystery shopper visit
Client or organisation	Clearview Eyecare Ltd
Site or premises address	Clearview Eyecare, 41 High Street, Chelmsford CM1
Record date	26 Sep 2026
Person completing the record	G. Thorne

This records an authorised service evaluation. It does not authorise covert audio or video, entrapment, employee surveillance or collection of unnecessary personal details.

MRS guidance emphasises objective research, avoiding harm and respecting privacy. Its Code obligations apply to MRS members and Company Partners; the guidance is not a blanket legal permission for covert recording or collecting personal information.

2. Visit brief

Client brief and authorisation reference	Client brief CE-MS-2026-Q3, authorised by the head of retail, ref AUTH-0915
Branch or service location	Clearview Eyecare, Chelmsford High Street branch
Visit date	26 Sep 2026
Arrival and departure times	Arrived 11:12, left 11:41
Branch location (GPS)	Outside the branch after the visit · 51.734280, 0.471210 (TL 70741 06841, ±8 m)
Agreed enquiry or purchase scenario	Ask about an eye test as a first-time customer and the price of single-vision glasses. Buy a lens cleaning kit.
Shopper reference	MS-207
Client target score (%)	80

3. Observed service

Minutes from entering to being greeted	1.0
Brief standard for greeting (minutes)	2

Greeting against the brief	Within the brief
Minutes queuing to pay or be served	4.5
Brief standard for queuing (minutes)	3
Queue time against the brief	Longer than the brief

Service observation 1: Arrival

Stage	Arrival
Requirement in the client brief	Customer greeted within 2 minutes of entering
What was observed, with time where relevant	Greeted by a sales adviser at 11:13, about a minute after entering.
Result	Met

Service observation 2: Enquiry

Stage	Enquiry
Requirement in the client brief	Adviser asks about the last eye test and offers to book one
What was observed, with time where relevant	Adviser asked when my last test was and offered a slot that afternoon.
Result	Met

Service observation 3: Product or service explanation

Stage	Product or service explanation
Requirement in the client brief	Explain the price range for single-vision glasses and what is included
What was observed, with time where relevant	Adviser gave the starting frame price but did not mention lens options or that a case is included.
Result	Not met
Context or limitation	Store busy, two customers waiting at the time.

Service observation 4: Purchase

Stage	Purchase
Requirement in the client brief	Receipt offered and loyalty card mentioned
What was observed, with time where relevant	Till colleague offered a receipt at 11:38. Loyalty card not mentioned.
Result	Not met

Context or limitation	Queued about 4 and a half minutes behind two customers with one till open.

Service observation 5: Departure

Stage	Departure
Requirement in the client brief	Customer thanked on leaving
What was observed, with time where relevant	Thanked by the till colleague at 11:40.
Result	Met
Stages met	3
Stages not met	2
Not observed	0
Visit score (%)	60
Score against the client target	Below the target

> Below the client target. Report what happened, factually and by role only. One visit is a snapshot: it is for the client to decide what it means for the branch or anyone working there.

4. Evidence and report

Transaction or receipt reference without payment card details	Transaction 0926-1137-04, lens cleaning kit

Photos of the receipt, product or premises





Factual summary and limitations	Visit of about 30 minutes on a busy late morning. Greeting, test booking and departure met the brief, and the greeting came within a minute. The price explanation and loyalty card offer were missed, and the queue to pay was longer than the brief's 3 minutes. This is one visit only and may not be typical of the branch.
Personal details removed or restricted before sharing	Staff described by role only. No names, photos or recordings. Receipt reference kept, no card details recorded.
Client review contact	H. Doyle, area manager

5. Actions and review

Are further actions required?	Yes

Further action 1: Share the results with the branch manager and brief advisers on explaining lens options and what is included.

Action and evidence reference	Share the results with the branch manager and brief advisers on explaining lens options and what is included.
Person responsible	H. Doyle
Target date	9 Oct 2026
Action status	Open
Open actions	1
Outstanding limitations and information to pass on	Single visit. Findings should be compared with other visits before drawing conclusions about the branch.
Record status	Ready for review
Reviewed by	H. Doyle
Review date	29 Sep 2026
Author signature	

Signing records the information entered. It does not itself certify legal compliance, remove a limitation or authorise unsafe work.