YOUR  
LOGO

**COMPANY NAME**

MYSTERY SHOPPING PROGRAM PROPOSAL

Prepared by:

**[Client Name]**

**[Contact information]**

**[Date]**

# Introduction

Thank you for considering [Your Company Name] to design and execute a Mystery Shopping Program. We specialize in evaluating customer experiences and operational standards through real-world assessments.  
  
This proposal outlines our approach to delivering a tailored mystery shopping program for [Client Name].

# Project Objectives

The primary goals are:  
  
- Assess service quality and customer experience from an unbiased perspective  
- Identify areas for operational improvement  
- Ensure compliance with brand standards and protocols  
- Provide actionable insights for staff training and performance enhancement

# Proposed Services

Our mystery shopping services include:  
  
- Program design aligned with client objectives  
- Development of customized evaluation criteria and checklists  
- Recruitment and training of mystery shoppers  
- Execution of mystery shopping visits (in-person, phone, or online)  
- Data collection, analysis, and reporting of findings  
- Recommendations for service and process improvements

# Scope of Work

Scope includes:  
  
- Initial consultation to define program goals and metrics  
- Creation of detailed mystery shopping scenarios  
- Scheduling and conducting mystery shopping visits  
- Compilation of detailed reports with quantitative and qualitative insights  
- Presentation of findings and strategic recommendations

# Timeline

Proposed project timeline:

|  |  |  |
| --- | --- | --- |
| Phase | Description | Estimated Date |
| Program Design & Setup | Define objectives, metrics, and scenarios | [Start Date] |
| Mystery Shopper Deployment | Recruit, train, and schedule shopper visits | [Date] |
| Data Collection & Analysis | Compile results and analyze performance | [Date] |
| Reporting & Recommendations | Deliver findings and suggest improvements | [Completion Date] |

# Pricing

Estimated cost breakdown for mystery shopping program services:

|  |  |  |
| --- | --- | --- |
| Service | Description | Cost |
| Program Design & Criteria Development | Customize evaluation forms and scenarios | [Amount] |
| Mystery Shopper Visits | Execute mystery shopping assignments | [Amount] |
| Data Analysis & Reporting | Analyze data and prepare comprehensive reports | [Amount] |
| Strategic Advisory | Provide improvement recommendations | [Amount] |
| Total Estimated Fee |  | [Total] |

# About Us

[Your Company Name] is a leading provider of customer experience evaluation services.  
  
- Experience: [X] years in mystery shopping and service quality assessments  
- Expertise: Retail, hospitality, financial services, and multi-location businesses  
- Mission: To deliver objective, actionable insights that drive service excellence and customer satisfaction

# Case Studies / Testimonials

Case Study: [Client Example]  
  
- Project: Nationwide mystery shopping program for a retail chain  
- Outcome: Improved customer service scores by 15% and enhanced staff engagement  
  
Testimonial:  
“[Your Company Name] provided invaluable insights that helped us elevate our customer experience across all locations.” — [Client Contact]

# Terms and Conditions

Payment Terms: [X]% deposit, milestone payments.  
Service Scope: Includes program design, execution, reporting, and advisory.  
Client Responsibilities: Provide access to locations and operational guidelines.  
Adjustments: Scope changes require mutual agreement and may affect cost and timeline.

# Acceptance

To approve this mystery shopping program proposal and initiate services, please sign below.  
  
Signature: \_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_  
Name: [Client Name]  
Title: [Title]  
Date: \_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_