

Secret Shopper Performance Feedback

Date: **[Date]**

Franchise Location: **[Franchise Name and Address]**

Franchise Owner: **[Owner's Name]**

Dear [Franchise Owner's Name],

We are writing to provide you with feedback from our recent secret shopper visit conducted on **[Visit Date]**. Below are the highlights of the performance evaluation:

Customer Service

The staff greeted the secret shopper warmly and offered assistance promptly. However, there was an observed delay in service during peak hours. We recommend reviewing staff scheduling during high-traffic times.

Product Quality

The products received were fresh and met our quality standards. The secret shopper appreciated the variety offered in the menu.

Cleanliness and Ambiance

The store was generally clean, but the restrooms required attention. Regular cleaning schedules may help maintain standards.

Overall Experience

Overall, the secret shopper rated their experience as **[Rating out of 10]**. It is important to address the mentioned areas for improvement to ensure ongoing customer satisfaction.

Next Steps

Please review the detailed feedback provided and consider implementing any necessary changes. We appreciate your dedication to maintaining the standards of our franchise.

Best regards,

[Your Name]

[Your Position]

[Company Name]
[Contact Information]