

# Franchise Secret Shopper Performance Overview

Date: [Insert Date]

To: [Franchisee Name]

From: [Your Name]

Subject: Secret Shopper Performance Overview

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## Overview

Dear [Franchisee Name],

We are pleased to share the performance overview for our recent secret shopper evaluation conducted on [Insert Date of Visit]. Below is a summary of the key findings and recommendations.

## Performance Metrics

- **Customer Service:** [Score/Comments]
- **Store Cleanliness:** [Score/Comments]
- **Product Availability:** [Score/Comments]
- **Staff Knowledge:** [Score/Comments]

## Strengths

[List strengths observed during the visit]

## Areas for Improvement

[List areas where improvement is needed]

## Recommendations

[Provide specific recommendations for improvement]

## Conclusion

Thank you for your commitment to maintaining high standards within our franchise. We look forward to seeing improvements in the areas identified and appreciate your attention to this feedback.

Sincerely,

[Your Name]

[Your Position]

[Your Company]