MARKETWEST

Make the most of your

Mystery Shopper report

Print off this guide and turn independent feedback into practical actions for your store and team.

A fresh perspective on your store

Use the report to recognise what is working, identify worthwhile opportunities and guide conversations with your team.

Keep it in context

It reflects one judge's experience on one particular day. Treat it as a useful snapshot, not a definitive assessment.

FIVE PRACTICAL STEPS

01 CELEBRATE THE STRENGTHS

Share positive feedback with your team and recognise the people and practices behind it.

02 LOOK FOR THEMES

Focus on recurring or useful observations rather than one score or isolated comment.

03 CONSIDER THE CONTEXT

Ask what reflects everyday experience, what may be visit-specific and what merits a closer look.

04 CHOOSE 2–3 PRIORITIES

Select practical improvements with the greatest value. Assign an owner and a realistic timeframe.

05 DISCUSS IT TOGETHER

Ask your team what they are proud of, what they would improve and what support they need.
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TURN INSIGHT INTO ACTION

PRIORITY	FIRST ACTION	OWNER	REVIEW DATE
What matters most?	*What happens first?*	*Who will lead?*	*When will you check in?*

Revisit and measure

Return to the report in 3–6 months. Note what changed, what worked and what comes next.

Look ahead to 2027

Use this report as your benchmark and next year's Program to showcase your progress.

SHARE YOUR PERSPECTIVE

Have thoughts on the Program, judging experience or reports? Contact the Market West team via email **admin@marketwest.com.au.**

Your feedback helps shape the 2027 Program.