

Mystery shopping for DEBRA

Things to look out for



Thanks for being a mystery shopper for DEBRA. Your feedback will help our shops offer the best possible service and we're very grateful for your support. Before you start, here's a bit of information about the sort of thing we're interested in finding out.

Before you go in:

We want our shops to make a good impression from the outset. Look at the outside of the shop. Is it clean and well-presented? Is it clear that it is a charity shop and who it is raising money for? What do you think of the window displays? Do they make you want to go inside?

Inside the shop:

We're proud of our reputation for selling high-quality goods at reasonable prices. Take some time to browse our shelves. Is there a good range of stock? Is it nicely laid out and displayed?

Take a look at the prices we're asking. Is there anything that you think is too expensive? Or are we giving things away at bargain-basement prices? Remember that different types of stock (furniture, bric-a-brac, clothes, books etc) will all be priced differently so try to take a good look around.

Customer service:

Our staff and volunteers aim to provide a friendly, courteous service at all times. Think about what the staff and volunteers are doing and how they behave. Are they friendly? Do they seem to be enjoying themselves?

If you feel comfortable doing so, please choose one of the following topics:

- Volunteering opportunities in the shop
- Gift aiding your donations
- What DEBRA does/where your money would go

Find someone to talk to and ask a few questions about your chosen topic. Think about how easy it is to find somebody, and how friendly and approachable they are. Are they able to answer your questions? If not, can they point you in the direction of somebody who knows more? Make a note of any further information (eg leaflets) they offer you.

On leaving the shop:

Does anybody thank you or say goodbye? What are your overall impressions? Are you likely to return? Would you recommend it to anybody else? Why?

Don't forget to use our [online form](#) to give us your feedback as quickly as possible. Thank you!