TOPHAWKS

MYSTERY AUDIT REPORT · SAMPLE

CLIENT
National telecom retail brand (name withheld)

OUTLET
Brand store, Tier-2 city (address withheld)

VISIT
January 2026

REFERENCE
SAMPLE-001

About this sample. This is a real TopHawks outlet report, shared as a sample. The scores and responses are as submitted. The client name, outlet address, staff and store photographs, exact visit date and reference number have been removed, and brand-specific terms in the questions and shopper narratives have been generalised.

68.03%

Overall score · 83 of 122 points

85 numbered items across 7 sections. Each scored question carries a weight, and photographs are captured inside the reporting app with a time stamp. The "Previous" column shows the outlet's last visit for comparison, where there is one.

SCORE BY SECTION

SECTION	ACTUAL	TARGET	%
Online Listing & Brand App Info	5	5	100.0%
Store Cleanliness & Infrastructure	9	13	69.2%
Customer Service Experience	17	25	68.0%
Staff Knowledge & Pitch	12	18	66.7%
Grooming of Staff	15	15	100.0%
Branding	16	21	76.2%
Critical Service Checks	9	25	36.0%

ONLINE LISTING & BRAND APP INFO — 5/5 · 100.0%

Q	QUESTION	SCORE	RESPONSE	PREVIOUS
1	Is the store address correctly updated on Google?	(1/1)	YES	–
2	Is the store information correctly updated on the brand's customer app?	(1/1)	YES	–
3	Are the store operating hours accurately updated on Google?	(1/1)	YES	–
4	Are the store operating hours accurately updated on the brand's customer app?	(1/1)	YES	–
5	Is the store location/navigation accurate on Google Maps?	(1/1)	YES	–

Q	QUESTION	SCORE	RESPONSE	PREVIOUS
6	**SHOPPER'S ACCOUNT OF THIS SECTION** *The store's location is spot on. It's refreshing to see the pin so accurate on both Google Maps and the brand's app. It made finding the place completely hassle-free.*			

STORE CLEANLINESS & INFRASTRUCTURE — 9/13 · 69.2%

Q	QUESTION	SCORE	RESPONSE	PREVIOUS
7	Is the store exterior clean (glass, entrance steps, platform)?	(2/2)	YES	–
	Store photograph withheld in this sample Captured in-app · 04:21 PM			
8	Is the glow sign board clean and intact (not broken)?	(1/1)	YES	–
9	Is the store floor clean and free of any bad odour?	(2/2)	YES	–
	Store photograph withheld in this sample Captured in-app · 04:22 PM			
10	Are walls and ceilings clean and properly painted?	(1/1)	YES	–
	Store photograph withheld in this sample Captured in-app · 04:24 PM Store photograph withheld in this sample Captured in-app · 04:24 PM			
11	Is the furniture (tables/chairs) neat and clean?	(1/1)	YES	–
	Store photograph withheld in this sample Captured in-app · 04:24 PM			
12	Are stairs, mats and railings clean, and is the passage free from obstructions?	(2/2)	YES	–
13	Is the AC functioning properly and the temperature well regulated?	(0/1)	NO	–
14	Is there any discontinued product or fixture available?	(0/1)	NO	–
15	Was there any renovation activity happening in the store?	(0/2)	NO	–

Q	QUESTION	SCORE	RESPONSE	PREVIOUS

Store photograph withheld in this sample

Captured in-app · 04:50 PM

16 **SHOPPER'S ACCOUNT OF THIS SECTION**

The store environment was impressively clean and tidy, which made a great first impression. However, the comfort level was a bit off as the air conditioning wasn't working properly during my visit. A cool atmosphere would have perfectly matched the sleek branding!

CUSTOMER SERVICE EXPERIENCE

17/25 · 68.0%

Q	QUESTION	SCORE	RESPONSE	PREVIOUS
17	Were you greeted when you entered the store?	(0/3)	NO	–
18	Was a token generated for your visit? (N/A for stores without a greeter)	–	N/A	–
19	Were you called for service by your name? (N/A for stores without a greeter)	–	N/A	–
20	Were you greeted by the staff member at the service desk?	(0/3)	NO	–
21	Were you spoken to politely by the staff member?	(3/3)	YES	–
22	Was the staff member attentive and actively listening to your concerns?	(3/3)	YES	–
23	Did the staff member explain the process or next steps clearly?	(2/2)	YES	–
24	Did the staff member proactively inform you when your query or service request would be resolved?	(3/3)	YES	–
25	Was the overall interaction professional and courteous?	(3/3)	YES	–
26	Did the staff member thank you at the end of the interaction?	(0/2)	NO	–
27	Was any upselling or cross-selling done appropriately?	(3/3)	YES	–

28 **SHOPPER'S ACCOUNT OF THIS SECTION**

Visited the store recently and had a mixed experience. To be honest, the initial atmosphere felt a bit cold as none of the staff greeted me or acknowledged my presence when I walked in. However, once I approached them with my query, the service changed completely. The team handled my issue very professionally and resolved my doubts efficiently. Great technical support, but a little more warmth at the entrance would definitely improve the customer experience!

STAFF KNOWLEDGE & PITCH

12/18 · 66.7%

Q	QUESTION	SCORE	RESPONSE	PREVIOUS
29	Did the staff member proactively ask about the purpose of your visit or the issue faced?	(0/2)	NO	–
30	Did the staff member ask about your current spend across services?	(3/3)	YES	–
31	Were you approached for a new connection? Did the staff proactively inform you about it?	(3/3)	YES	–
32	Did the staff member probe your requirement for additional services or a family plan?	(3/3)	YES	–
33	Were you pitched the brand's premium bundled plan?	(0/3)	NO	–
34	Was the staff member knowledgeable enough to help you?	(3/3)	YES	–
35	Did you receive the customer feedback survey link for rating the store?	(0/1)	NO	–
36	**SHOPPER'S ACCOUNT OF THIS SECTION** *The service at this store is quite passive. I spent several minutes waiting, but no one proactively approached me to ask what I needed; I had to initiate the entire conversation and explain everything from scratch. Even while discussing my requirements, the staff didn't mention or pitch any relevant value-added services like the premium bundled plan, which I was actually curious about. While they are professional when asked direct questions, they seem to lack the initiative to truly engage with customers or offer better solutions. A more proactive approach would be much better.*			

GROOMING OF STAFF

15/15 · 100.0%

Q	QUESTION	SCORE	RESPONSE	PREVIOUS
37	Were the staff in proper uniform?	(3/3)	YES	–
38	Was the uniform clean and properly ironed?	(2/2)	YES	–
39	Were the male staff well groomed?	(1/1)	YES	–
39.1	Hair combed neatly	(1/1)	YES	–
39.2	No chunky jewellery	(1/1)	YES	–
39.3	Neat and clean nails	(1/1)	YES	–
40	Were the female staff well groomed?	(1/1)	YES	–
40.1	Hair tied at the back	(1/1)	YES	–
40.2	No chunky jewellery	(1/1)	YES	–
40.3	Neat and clean nails	(1/1)	YES	–
41	Was housekeeping in standard uniform?	(2/2)	YES	–

Q	QUESTION	SCORE	RESPONSE	PREVIOUS
42	**SHOPPER'S ACCOUNT OF THIS SECTION** *Overall, the staff was well-presented and their grooming was up to standard. However, I noticed a lapse in professional attire with one staff member, who wasn't wearing shoes properly.*			

BRANDING

16/21 · 76.2%

Q	QUESTION	SCORE	RESPONSE	PREVIOUS
43	Did the branding match the brand lookbook: campaign wall?	(1/1)	YES	–
44	Did the branding match the brand lookbook: service wall?	(1/1)	YES	–
45	Did the branding match the brand lookbook: poster panels (check all)?	(1/1)	YES	–
46	Did the branding match the brand lookbook: product experience panel?	(1/1)	YES	–
47	Did the branding match the brand lookbook: counter back panels (check all)?	(1/1)	YES	–
48	Did the branding match the brand lookbook: safety poster / glass sticker?	(1/1)	YES	–
49	Did the branding match the brand lookbook: escalation matrix?	(1/1)	YES	–
50	Did the branding match the brand lookbook: updated leaflets / brochures?	(1/1)	YES	–
51	Was there any other branding element beyond the lookbook?	(0/3)	NO	–
52	Were branding visuals free of tears and chips, and in good condition?	(3/3)	YES	–
53	Were branding visuals properly pasted and aligned?	(3/3)	YES	–
	Store photograph withheld in this sample Captured in-app · 04:32 PM			
54	Was the store timing sticker present, in good condition and at eye level?	(0/2)	NO	–
	Store photograph withheld in this sample Captured in-app · 04:56 PM Store photograph withheld in this sample Captured in-app · 04:55 PM			
55	Was the in-store demo screen functional and playing approved content?	(2/2)	YES	–

Q	QUESTION	SCORE	RESPONSE	PREVIOUS
56	**SHOPPER'S ACCOUNT OF THIS SECTION** *The store's branding is absolutely on point; everywhere you look, you're immersed in the brand colours, which creates a very professional and strong brand presence.*			

CRITICAL SERVICE CHECKS

9/25 · 36.0%

Q	QUESTION	SCORE	RESPONSE	PREVIOUS
	Service denials			
57	Did staff redirect you to customer care when you raised a request, enquiry or complaint?	(0/1)	NO	–
58	Any denial or redirection when buying a new connection?	(0/1)	NO	–
59	For a SIM swap, was there any denial from staff?	(0/1)	NO	–
60	Any denial or redirection for network complaints, or was troubleshooting done?	(0/1)	NO	–
61	For a previously disconnected number taken as a new connection, was the complete process explained?	(1/1)	YES	–
62	Were you asked to pay any activation charge for a previously disconnected connection?	(1/1)	YES	–
63	Did staff explain the end-user verification process for a corporate connection?	(1/1)	YES	–
64	Was there any denial or redirection for a corporate connection?	(0/1)	NO	–
65	**SHOPPER'S ACCOUNT OF THIS SECTION** *I really appreciated that the staff didn't just redirect me to a customer service helpline. Instead, they took the time to personally explain all the ways to get a new connection, the verification process, and every detail necessary for a new SIM. It was very professional and thorough support!*			
	Financial interventions			
66	When buying a new connection, were you charged for the new SIM?	(1/1)	YES	–
67	Were you asked to pay any activation charge for a connection (previously disconnected case)?	(1/1)	YES	–
68	Was any activation fee asked for plan migration, number porting or device plans?	(0/1)	NO	–
69	Did staff take any unofficial charge for a SIM change?	(0/1)	NO	–
70	Was a SIM change done for a roaming customer other than the account holder?	(1/1)	YES	–
71	Was a SIM change done for someone other than the walk-in visitor?	(0/1)	NO	–

Q	QUESTION	SCORE	RESPONSE	PREVIOUS
72	Was the customer asked to disconnect a previous service and take a new one?	(1/1)	YES	–
73	Did staff share a personal number to accept payments or recharges?	(0/1)	NO	–
74	Was the payment journey followed through the official app (UPI / SMS link)?	(0/1)	NO	–
75	Were you encouraged to use a digital mode of payment instead of cash?	(0/1)	NO	–
76	Were you ever refused when you tried to pay with cash?	(0/1)	NO	–
77	**SHOPPER'S ACCOUNT OF THIS SECTION** *The store was quite busy with a few other customers, and I did notice one person seemed quite unhappy with the service they were receiving. However, my experience was the opposite in terms of attention: the staff was very persistent in pitching the broadband and TV combo. They went through several plans and highlighted various offers, really insisting on the benefits of switching.*			

Competitor pitching checks

78	Did the staff speak positively about a competitor in a way that could influence the customer's decision?	(0/1)	NO	–
79	Did the staff suggest or direct the customer to visit, contact or consider a competitor?	(0/1)	NO	–
80	Did the staff share any contact number, store location or representative details of a competitor?	(0/1)	NO	–
81	**SHOPPER'S ACCOUNT OF THIS SECTION** *Even when discussing plans and connections, they didn't utter a single word about competitors or try to compare themselves by putting others down. They stayed completely focused on the brand's own offerings and benefits, which felt like a very high-standard way of handling a sales pitch.*			

Retention

82	Did staff make an effort to retain you in a downgrade or voluntary disconnection scenario?	(1/1)	YES	–
83	Did staff gather the information and raise the service request, rather than routing you to the app?	(1/1)	YES	–
84	Was there any denial or redirection in a downgrade scenario?	(0/1)	NO	–
85	**SHOPPER'S ACCOUNT OF THIS SECTION** *The staff provided a great personal touch by giving me a direct contact for installation instead of just routing me to the app.*			

Declaration. Submitted by a TopHawks auditor.
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