



Secret Shopper Template

Visit from Ministry Personnel

Attender(s) Name(s): (and family if applicable):

Attender Contact Information

Email Address

Phone Number

Mailing Address

Date and Service Time Attended

Location Attended

Feel free for questions that need a rating to use this scale:

Scale of 1-5 (1-very poor 2-poor 3-okay 4-good 5-very good).

Any notes based on the number in which you chose will be beneficial for our church to process your results.

Before Attending:

- Website
 - Ease of finding location of church address online?
 - Ease of finding service times?
 - Ease of planning your visit?
 - Who do you feel like the website targets?
 - What was attractive about the website?
 - What is missing, if anything, from the website?
- Google Reviews
 - How many and what are the key points being mentioned (positive or negative) about the church?

What were three key things you learned about the church prior to attending?

Outside First Impressions

- Was the location easy to physically drive to?
- What did you notice on your drive up to the church?
- Was there clear signage for where you wanted to go?
- Was there a first-time visitor parking or experience available?
- Were there parking lot attendants?

Describe your overall experience arriving on campus:



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Inside First Impressions

- Did you drink any coffee? If you did, please rate (rating scale 1-5)
- Were the restrooms easy to identify?
- Were you greeted as you walked in?

Describe your overall experience in the first 5-10 minutes inside the campus location:

Worship Service Feedback

Worship Service Structure:

- Please list out the elements of the service:
 - 1.
 - 2.
 - 3.
 - 4.
 - 5.
 - 6.
 - 7.
 - 8.
 - 9.
 - 10.

Worship Service Feedback:

- Was it easy to find a seat?
- Did you find the music engaging and energizing? Why or why not?
- Did you feel that you could sing along to the songs?
- Please rate the entire service length?
- How was the overall volume of the church?
- When were you first greeted as a guest in the service?
- What were the announcements/next steps, or call(s)-to-action?
- Did the church use any insider language that was confusing to you? If so, please explain as much as possible, or what phrases/words you had a hard time understanding?
- Do you feel like you had a clear next step as a guest in our church?
- Were there any distractions you experienced as a part of the worship service?



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Describe your overall experience of the worship service:

Sermon Feedback:

- Did you find the message engaging and encouraging? Why or why not?
- Please rate the message length?
- Did the sermon feature any insider language that was confusing to you? If so, please explain as much as possible, or what phrases/words you had a hard time understanding?

Describe your overall experience of the sermon:

Post-Service:

- Did anyone say hello to you after the service?
- Did you have a clear call-to-action as a guest?
- Did you participate in the guest next step? If so, describe how the process worked:

Describe your overall experience of the final 5-10 minutes on campus:

Kids Ministry (if applicable)

- How was the experience finding the room where your kids would go? (rate)
- How was the sign in experience? (rate)
- How safe did you feel leaving your kids with the staff / volunteers? (rate)
- How was the sign-out experience? (rate)
- Did your kids have a good experience? (rate)
- What was your kid's memorable experience that they told you about?
- Do your kids want to come back? Why or why not?

Student Ministry (if applicable)

- How was the experience finding the room where your student would go? (rate)
- How was the sign in experience? (rate scale 1-5)
- How safe did you feel leaving your student with the staff / volunteers? (rate)
- How was the sign-out experience? (rate scale 1-5)
- Did your students have a good experience? (rate)
- What was your students' memorable experience that they told you about?
- Do your students want to come back? Why or why not?



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Summary:

If you were a guest at our church, based on your experience, how likely would you be to come back or recommend our church to a friend. (1 being I'll never come back and 10 being I'm already thinking of who I will invite).

What was the best part of your experience at our church?

What could have made your experience better at your church?

Did anything turn you off completely about your time at our church?

Was there anything you thought should have happened that didn't?

If you had to summarize from your experience 3 things that our church does well what would be the top 3?

If you had to summarize from your experience 3 things that our church could improve what would be the top 3?

Is there anything else important for church leadership to know?

Other things that could be rated or spoken into:

- Response time at the end of the service. How did it feel?
- Building (how are our facilities)
- Diversity (do you see this in our church)
- Overall friendliness (from start to finish how friendly is our church)
- Graphics and Connection Pieces (quality and content match the church and our mission)
- Follow-Up Experience (if went through, what was that experience like)