

QUALITY & OPERATIONAL EXCELLENCE | COURSE BROCHURE

Mystery Shopping and Service Audits

5 days | Classroom training | English

SMART HORIZON

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Amsterdam
The Netherlands

Explore current programmes

https://smart-horizon.eu



Course content

Why attend

Mystery shopping and service audits show how customers actually experience a service. This course covers designing service standards and audit programmes, mystery shopping scenarios, evaluation forms and scoring, briefing shoppers, analysing results, giving feedback to teams and turning findings into improvement.

What managers believe customers experience is often different from reality. You will learn to measure service delivery objectively.

Professional Problems This Course Is Designed to Solve

• Difficulty translating subject knowledge into practical workplace decisions.
• Inconsistent approaches to the activities covered in the course outline.
• Lack of a structured plan for applying and reviewing new skills.

Course methodology

Scenario design workshops, evaluation form development, result analysis exercises and feedback role plays.

Course objectives

By the end of this course, participants will be able to:
• Define measurable service standards
• Design mystery shopping programmes
• Write scenarios and evaluation forms
• Brief and manage shoppers
• Analyse and report results
• Use findings to coach teams and improve service

Target audience

This course is suitable for:
• Service quality managers
• Customer experience professionals
• Retail and hospitality managers
• Contact centre managers
• Franchise managers



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Target competencies

Participants will develop competencies in:
- Standard setting
- Programme design
- Evaluation design
- Analysis
- Coaching for improvement

Course outline

Day 1: Service Audits

09:00–10:08	Purpose
10:08–11:00	Types of audits
11:00–11:30	**Coffee break**
11:30–11:45	Types of audits (continued)
11:45–12:53	Ethics
12:53–14:00	Exercise

Day 2: Standards

09:00–10:08	Service standards
10:08–11:00	Measurable behaviours
11:00–11:30	**Coffee break**
11:30–11:45	Measurable behaviours (continued)
11:45–12:53	Brand alignment
12:53–14:00	Workshop

Day 3: Programme Design

09:00–10:08	Scenarios
10:08–11:00	Evaluation forms
11:00–11:30	**Coffee break**



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11:30–11:45	Evaluation forms (continued)
11:45–12:53	Frequency
12:53–14:00	Exercise

Day 4: Analysis

09:00–10:08	Scoring
10:08–11:00	Trends
11:00–11:30	**Coffee break**
11:30–11:45	Trends (continued)
11:45–12:53	Reporting
12:53–14:00	Case study

Day 5: Improvement

09:00–10:08	Feedback to teams
10:08–11:00	Coaching
11:00–11:30	**Coffee break**
11:30–11:45	Coaching (continued)
11:45–12:53	Action plans
12:53–14:00	Action plan

The timings provided are estimates and may vary depending on the number of participants and the discussions taking place during the sessions. They are indicative only and do not constitute a binding commitment.



Course content

Dates, venues and fees

Current published course plans. Fees are per participant in EUR, excluding unconfirmed taxes.

Venue	Start date	End date	Fee (EUR)
Dubai Confirmed dates	16 Nov 2026	20 Nov 2026	**€3,150.-**
Online Confirmed dates	16 Nov 2026	20 Nov 2026	**€1,250.-**
London Confirmed dates	7 Dec 2026	11 Dec 2026	**€2,450.-**
Online Confirmed dates	7 Dec 2026	11 Dec 2026	**€1,250.-**
Paris Confirmed dates	11 Jan 2027	15 Jan 2027	**€2,860.-**
Online Confirmed dates	11 Jan 2027	15 Jan 2027	**€1,250.-**
Frankfurt Confirmed dates	1 Feb 2027	5 Feb 2027	**€2,650.-**
Online Confirmed dates	1 Feb 2027	5 Feb 2027	**€1,250.-**
Amsterdam Confirmed dates	22 Feb 2027	26 Feb 2027	**€2,540.-**



Course content

Dates, venues and fees (continued)

Venue	Start date	End date	Fee (EUR)
Online Confirmed dates	22 Feb 2027	26 Feb 2027	**€1,250.–**
Barcelona Confirmed dates	8 Mar 2027	12 Mar 2027	**€2,840.–**
Online Confirmed dates	8 Mar 2027	12 Mar 2027	**€1,250.–**
Cape Town Confirmed dates	29 Mar 2027	2 Apr 2027	**€1,890.–**
Online Confirmed dates	29 Mar 2027	2 Apr 2027	**€1,250.–**
Vienna Confirmed dates	19 Apr 2027	23 Apr 2027	**€2,940.–**
Online Confirmed dates	19 Apr 2027	23 Apr 2027	**€1,250.–**
Rome Confirmed dates	10 May 2027	14 May 2027	**€2,450.–**
Online Confirmed dates	10 May 2027	14 May 2027	**€1,250.–**



Course content

Dates, venues and fees (continued)

Venue	Start date	End date	Fee (EUR)
Vienna Confirmed dates	31 May 2027	4 Jun 2027	**€2,940.–**
Online Confirmed dates	31 May 2027	4 Jun 2027	**€1,250.–**
London Confirmed dates	14 Jun 2027	18 Jun 2027	**€2,450.–**
Online Confirmed dates	14 Jun 2027	18 Jun 2027	**€1,250.–**
Dubai Confirmed dates	5 Jul 2027	9 Jul 2027	**€3,150.–**
Online Confirmed dates	5 Jul 2027	9 Jul 2027	**€1,250.–**
Barcelona Confirmed dates	26 Jul 2027	30 Jul 2027	**€2,840.–**
Online Confirmed dates	26 Jul 2027	30 Jul 2027	**€1,250.–**
Dubai Confirmed dates	16 Aug 2027	20 Aug 2027	**€3,150.–**



Course content

Dates, venues and fees (continued)

Venue	Start date	End date	Fee (EUR)
Online Confirmed dates	16 Aug 2027	20 Aug 2027	**€1,250.-**
Cape Town Confirmed dates	6 Sept 2027	10 Sept 2027	**€1,890.-**
Online Confirmed dates	6 Sept 2027	10 Sept 2027	**€1,250.-**
Istanbul Confirmed dates	20 Sept 2027	24 Sept 2027	**€2,650.-**
Online Confirmed dates	20 Sept 2027	24 Sept 2027	**€1,250.-**
Rome Confirmed dates	11 Oct 2027	15 Oct 2027	**€2,450.-**
Online Confirmed dates	11 Oct 2027	15 Oct 2027	**€1,250.-**
Cape Town Confirmed dates	1 Nov 2027	5 Nov 2027	**€1,890.-**
Online Confirmed dates	1 Nov 2027	5 Nov 2027	**€1,250.-**



Course content

Dates, venues and fees (continued)

Venue	Start date	End date	Fee (EUR)
Kuala Lumpur Confirmed dates	22 Nov 2027	26 Nov 2027	**€1,450.-**
Online Confirmed dates	22 Nov 2027	26 Nov 2027	**€1,250.-**
Rome Confirmed dates	13 Dec 2027	17 Dec 2027	**€2,450.-**
Online Confirmed dates	13 Dec 2027	17 Dec 2027	**€1,250.-**

Plan your next step

Dates, availability, exact venue, taxes, inclusions and payment terms require written confirmation. This brochure is not a quotation, registration, booking confirmation or visa invitation. Participants receive a Smart Horizon certificate of attendance; programmes are not externally accredited and do not award a professional qualification or designation. Confirm arrangements before booking travel.

For group or in-house training, contact our learning team to discuss your objectives and delivery arrangements.

Contact Smart Horizon

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View the latest course details online