

QUALITY & OPERATIONAL EXCELLENCE | COURSE BROCHURE

# Mystery Shopping and Service Audits

5 days | Classroom training | English

**SMART HORIZON**

info@smarthorizon.uk
2 Kingdom Street, Paddington
London W2 6BD, United Kingdom

Explore current programmes

https://smarthorizon.uk



# 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



# Course content

## 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** |



# Course content

| | |
|---|---|
| **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 GBP, excluding unconfirmed taxes.

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



# Course content

## Dates, venues and fees (continued)

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



# Course content

## Dates, venues and fees (continued)

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



# Course content

## Dates, venues and fees (continued)

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



# Course content

## Dates, venues and fees (continued)

| Venue | Start date | End date | Fee (GBP) |
|---|---|---|---|
| Kuala Lumpur<br>Confirmed dates | 22 Nov 2027 | 26 Nov 2027 | **£1,450.-** |
| Online<br>Confirmed dates | 22 Nov 2027 | 26 Nov 2027 | **£1,250.-** |
| Rome<br>Confirmed dates | 13 Dec 2027 | 17 Dec 2027 | **£2,450.-** |
| Online<br>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 UK 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

info@smarthorizon.uk
2 Kingdom Street, Paddington
London W2 6BD, United Kingdom

View the latest course details online