WISE Mystery Shopping	Shopper	Name:		
Tasting Room Scorecard	Winery V			
	Date / Day of			
	Time Entered / I			
	Visitor V			
	Number of	stan: eather:		_
	Name of Server/Descri			
	Name of Tasting Se	•		
	Specific Area of T		-	
	•	9		
Rating System: Yes or No	BACKSTA	GE		
	N	Y		N Y
Physical - Entrance Clear Signage & Easy Access			Physical - Music Appropriate	
Physical - Parking Lot Tidy			Physical - Able to Hear, Not Too Loud	
Physical - Grounds Tidy			Physical - Temperature Appropriate	
Physical - Tasting Room Tidy (including merchandia	se)		Physical - Smells Appropriate	
Physical - Tasting Bar Tidy			Wine - Correct Temperature	
Physical - Seated Tasting Area			Wine - Not Corked, Flawed	
Physical - Glasses Clean, No Smell			Wine - Proper Size Pour (1oz to 1.5oz)	
Physical - Bathroom Tidy			Staff - No inappropriate discussions or attitude	
Physical - Lighting Appropriate			Staff - Brand appropriate style / dress	
1 nysicai - Lighting Appropriate			Start - Brand appropriate style / dress	
<b>Customer Experience Scores</b>				
Rating System: Either binary	(yes/no) OR  1 = poor, 2	2 = fair, 3	3 = good, 4 = very good and 5 = excellent.	
	SI	LENTS	ELLING	
	1 2	3 4		1 2 3 4 5
Materials - Tasting Menu Available, Clear & Effecti			Physical - Separate Tasting Area for VIP or Club	
Materials - Price List Available, Clear & Effective			Materials - Other Club Mentions (Signs, Price List)	
Materials - Order Form Available, Clear & Effective			Merchandising - Effective & Good Brand Fit	
Materials - Did they offer you a pen or make one ava	<del> </del>		Materials - Collateral in Bag?	
Materials - Club Brochure Available, Clear & Effect				
Materials Club Brochare Tvanable, Clear & Brock		SERV	VICE	
Staff - Friendly Greeting w/eye contact within 15 sec	c.		Staff - Explain the Options for Experiences Available?	
Staff - Shipping Options Explained & used as a selli			Staff - Provide Guidance in Selecting Wine Choices?	
Staff - Service Heart (Did they truly seem to want to			Staff - Make any Recommendations of other Wineries?	
Staff - Surprise & Delight/ Exceed Expectations?			Staff - Would you Recommend this Experience?	
Staff - Quick Error Free Check Out				
Staff - Friendly Farewell				
Start Trichary Fareweit		SAL	LES	
Server - Use an Effective Icebreaker			Server - Able to Tell a Memorable Brand Story	
Server - Ask for Referral Source (Why come to the v	vinery?)		Server - Use of Open Ended Questions	
Server - Pour & Describe Wines w/ Enthusiasm	, .,		Server - Evaluate / Profile You as a Customer?	
Server - Knowledge of Wines & Winery			Server - Adjust Presentation to Your Profile?	
Server - Ability to Educate, Entertain & Entice			Server - Plant Sales Seeds throughout Experience	
Server - Use of Analogies	-		Server - Explain the Benefits (what's in it for you?)	
Server - Use of Story Telling	-		Server - Notice any Buying Signals?	
Server - Ose of Story Tenning			Server - Notice any Buying Signals:	
	W	ISE Tri	ple Score	
	NY			
Did they <b>Ask for the Order</b> ?			Did they ask for the sale naturally or just at the end?	
Did they <b>Sell Clubs</b> Effectively?			Did they present the benefits or just give you a brochure?	
Did they capture your <b>Contact Data</b> ?			Did they tempt you with reasons to stay in touch?	
Overall Customer Experience / Satisfaction Score			< Score your experience out of 5.	
Comments:				

WISE Mystery Shopping Tasting Room Scorecard	Shopper Name: Winery Visited: Date / Day of Week Time Entered / Exited: Visitor Volume: Number of staff: Weather: Name of Server/Description: Name of Tasting Selected: Specific Area of Tasting:		
Rating System: Yes or No	BACKSTAGE		
Physical - Entrance Clear Signage & Easy Access Physical - Parking Lot Tidy Physical - Grounds Tidy Physical - Tasting Room Tidy (including merchandic Physical - Tasting Bar Tidy Physical - Seated Tasting Area Physical - Glasses Clean, No Smell Physical - Bathroom Tidy Physical - Lighting Appropriate	Se)	Physical - Music Appropriate Physical - Able to Hear, Not Too Loud Physical - Temperature Appropriate Physical - Smells Appropriate Wine - Correct Temperature Wine - Not Corked, Flawed Wine - Proper Size Pour (1oz to 1.5oz) Staff - No inappropriate discussions or attitude Staff - Brand appropriate style / dress	N Y
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Staff - Friendly Greeting w/eye contact within 15 sec Staff - Shipping Options Explained & used as a selli Staff - Service Heart (Did they truly seem to want to Staff - Surprise & Delight/ Exceed Expectations? Staff - Quick Error Free Check Out Staff - Friendly Farewell	ng tool? help?)	Staff - Explain the Options for Experiences Available? Staff - Provide Guidance in Selecting Wine Choices? Staff - Make any Recommendations of other Wineries? Staff - Would you Recommend this Experience?	
Server - Use an Effective Icebreaker Server - Ask for Referral Source (Why come to the v Server - Pour & Describe Wines w/ Enthusiasm Server - Knowledge of Wines & Winery Server - Ability to Educate, Entertain & Entice Server - Use of Analogies Server - Use of Story Telling		Server - Able to Tell a Memorable Brand Story Server - Use of Open Ended Questions Server - Evaluate / Profile You as a Customer? Server - Adjust Presentation to Your Profile? Server - Plant Sales Seeds throughout Experience Server - Explain the Benefits (what's in it for you?) Server - Notice any Buying Signals?	
Did they Ask for the Order? Did they Sell Clubs Effectively? Did they capture your Contact Data?  Overall Customer Experience / Satisfaction Score	WISE To	Did they ask for the sale naturally or just at the end? Did they present the benefits or just give you a brochure? Did they tempt you with reasons to stay in touch?  < Score your experience out of 5.	
Comments:			