

The Secret Church Shopper Survey

It is no secret that everyone wants to grow their ministries. It is also no secret that in order to do this we need people to come in and visit us. But, what do the potential new people experience before, during and after they visit us?

I can walk around my church and use my degree in MBWA (Management By Walking Around), but I will not always get a true and accurate picture. Why not? Because my volunteers know who I am and what I want to have happen. The secretaries, and office staff all know me and communicate with me in very different ways than they may with someone who just calls them up on the phone inquiring about information on our church.

This is what has driven me to create a "Secret Church Shopper Survey". This idea is not anything new, businesses use this concept often as they pay people to go to their stores and see what kind of experience they have before, during and after their shopping experience in their stores.

It is my hope that this tool may be of great use to you as you recruit some "Secret Shoppers" to visit your church and your ministries. But remember, it is what you do with this information after you get that will really be beneficial. Make sure you share the information not who you used for the "Secret Shopper" so they can help you again down the road.

Lastly, make sure you take this tool and add to it what will be beneficial for you to collect information on so that you and your team may make appropriate changes or strengthen appropriate things that are already taking place. Use this only as a basic template.

No go find your shopper and have fun.

Facilities:

- _____ Parking (ease, accessibility, signage)
- _____ Ease in determining main entrance
- _____ Landscaping
- _____ Ease in finding the church
- _____ Exterior signs (condition, clarity, size)
- _____ Signage in finding where I need to go once inside
- _____ Exterior of facility and church buildings (paint, curb appeal)

Hospitality:

- _____ Greeting (by anyone, warmly/coolly, too gregarious)
- _____ Offered help in finding location/classroom
- _____ Appearance of greeters
- _____ Visible name badges
- _____ Offered bulletin/worship folder
- _____ Knowledgeable of facility/class locations/church information
- _____ Refreshments
- _____ Did I feel comfortable as a newcomer, or under a spotlight?

Nursery:

- _____ Signage/directions
- _____ Cleanliness
- _____ Staff (adequate number, competence, appearance)
- _____ Facility (size, appearance, equipment)
- _____ Check-in system
- _____ Security
- _____ Check-out system
- _____ Pager system

Children's:

- _____ Teacher there/semblance of order
- _____ I met the teacher
- _____ Child was greeted, made to feel at home
- _____ Directions to classroom
- _____ Introduction/orientation
- _____ Equipment
- _____ Decorations
- _____ Take-home materials
- _____ Check-in system
- _____ Check-out system
- _____ Follow-up

Youth:

- _____ Teacher there/semblance of order
- _____ I met the teacher
- _____ Child was greeted, made to feel at home
- _____ Directions to classroom
- _____ Introduction/orientation
- _____ Equipment
- _____ Decorations
- _____ Follow-up

Visual Image Package:

- _____ Bulletin/worship folder (printing, graphics, clarity, information)
- _____ Newsletter
- _____ Brochures
- _____ Business card
- _____ Advertising
- _____ Logo
- _____ Signage
- _____ Foyer area
- _____ Information availability (arrangement, thoroughness, appeal)

Worship Service:

- _____ Arrival time _____
- _____ Auditorium appearance
- _____ Seating (availability, comfort)
- _____ Help offered to find seat
- _____ Could I see the screen?
- _____ Was the music balanced (vocal versus instruments)?
- _____ Did the worship service flow freely?
- _____ Message/sermon
 - _____ length
 - _____ clarity
 - _____ interest
 - _____ relevance
 - _____ notes
 - _____ pastoral perceptions (attire, friendliness, etc.)
 - _____ content
- _____ Audio (soft, loud, quality)
- _____ Friendliness (general feel, warmth)
- _____ Left understanding theme of the service?
- _____ Length of service
- _____ Relevance (contemporary, liturgical, traditional flavor)
- _____ Did I feel informed about what I was to do/when?

Follow-Up:

_____ Appropriate amount (too much, too little)

_____ Type of follow-up received

_____ Overall comfort (embarrassed, felt welcome, etc.)

_____ Friendliness of people

_____ Friendliness of pastor/staff

Miscellaneous Survey Possibilities:

_____ Called the church for information and was received well

_____ Requests were followed-up by appropriate staff

_____ Received the information by mail in _____ days

_____ How is the church perceived in the community?

_____ What are our strengths, weaknesses?

_____ Is this a place where you would want to return? Why or why not?

_____ Is this a place where you would invite your friends/neighbors to attend? Why or why not?

Rest Rooms:

_____ Signage/directions

_____ Lighting

_____ Décor

_____ Aroma

_____ Cleanliness