

Sample KPI Report

Monthly Customer Experience Performance Report | Q1 2026 Example

Note: This is a sample report template. All data shown is illustrative and for demonstration purposes only.

Executive Summary

This report summarizes the customer experience performance metrics for the reporting period. The mystery shopping program covered 24 evaluations across 8 locations, assessing service quality against established KPI benchmarks. Overall performance shows positive momentum with a composite CX score of 87.3%, representing a 4.2% improvement over the previous quarter.

KPI Dashboard

KPI Metric	Target	Q4 2025	Q1 2026	Change	Status
Overall CX Score	85%	83.1%	87.3%	+4.2%	On Track
Greeting Compliance	95%	88.0%	93.5%	+5.5%	Improving
Product Knowledge	90%	85.2%	89.8%	+4.6%	Near Target
Upsell/Cross-sell	60%	42.0%	55.2%	+13.2%	Improving
Avg Wait Time (min)	<5	6.8	4.9	-1.9	On Track
Issue Resolution	90%	78.5%	86.0%	+7.5%	Improving
Cleanliness Score	95%	94.2%	96.1%	+1.9%	Exceeding
Brand Standards	100%	91.0%	95.0%	+4.0%	Improving
CSAT (out of 5)	4.5	4.1	4.4	+0.3	Near Target
NPS	>50	38	52	+14	On Track

Performance by Location

Location	Visits	CX Score	CSAT	Greeting	Rank
City Center Branch	4	92.1%	4.7	100%	1
Mall of Qatar	3	90.5%	4.6	95%	2
Pearl Boulevard	3	89.2%	4.5	93%	3
Lusail Marina	3	88.0%	4.4	95%	4
West Bay Tower	3	86.5%	4.3	92%	5
Al Sadd Branch	3	85.1%	4.2	90%	6
Industrial Area	3	83.8%	4.1	88%	7
Airport Road	2	81.2%	3.9	85%	8

Key Findings

Strengths: Cleanliness scores consistently exceed targets across all locations. City Center Branch demonstrates best-practice service delivery with 100% greeting compliance.

Improvement Areas: Airport Road branch underperforms across all metrics and would benefit from targeted training. Cross-selling remains the weakest metric chain-wide, though showing the largest quarterly improvement.

Trends: All KPIs show positive quarter-over-quarter movement. NPS crossed the target threshold of 50 for the first time, indicating strong customer loyalty momentum.

Recommendations

Priority	Recommendation	Expected Impact	Timeline
High	Implement targeted coaching at Airport Road branch	CX Score +5-8%	30 days
High	Roll out cross-sell training program chain-wide	Upsell rate +10%	45 days
Medium	Replicate City Center greeting protocol at all locations	Greeting +5%	30 days
Medium	Introduce real-time CX dashboard for branch managers	Response time -50%	60 days
Low	Launch quarterly recognition program for top performers	Staff retention +15%	90 days

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This sample report is provided by Mystery Masters International as a demonstration of our reporting capabilities. Actual reports are customized to each client's specific KPIs, brand standards, and operational requirements. Contact us at info@mysterymasters-intl.com to discuss your customer experience program.