

Service Audit Scorecard

Weighted scoring framework for comprehensive service quality assessment

Audit Details

Organization: _____ Audit Date: _____

Location/Branch: _____ Auditor: _____

Audit Type: _____ Audit #: _____

Scoring Guide

Score	Rating	Description
5	Exceptional	Exceeds all standards consistently
4	Above Standard	Meets and occasionally exceeds standards
3	Meets Standard	Consistently meets minimum requirements
2	Below Standard	Partially meets requirements; improvement needed
1	Unsatisfactory	Fails to meet minimum standards

Customer Greeting & Engagement (Weight: 20%)

#	Criteria	Score (1-5)	Weight	Weighted Score
1	Initial greeting within 30 seconds			
2	Eye contact and warm body language			
3	Staff identifies customer needs proactively			
4	Professional and courteous communication			
Category Total				

Product/Service Knowledge (Weight: 20%)

#	Criteria	Score (1-5)	Weight	Weighted Score
1	Accurate product/service information provided			

#	Criteria	Score (1-5)	Weight	Weighted Score
2	Ability to answer customer questions confidently			
3	Awareness of current promotions and offers			
4	Relevant alternatives or suggestions offered			
Category Total				

Service Delivery & Efficiency (Weight: 25%)

#	Criteria	Score (1-5)	Weight	Weighted Score
1	Service delivered within expected timeframe			
2	Process followed accurately and completely			
3	Minimal errors or need for corrections			
4	Queue/wait time management effective			
5	Technology/systems used efficiently			
Category Total				

Environment & Presentation (Weight: 15%)

#	Criteria	Score (1-5)	Weight	Weighted Score
1	Premises clean and well-maintained			
2	Staff appearance meets brand standards			
3	Signage accurate and up to date			
4	Health and safety standards met			
Category Total				

Closing & Follow-up (Weight: 20%)

#	Criteria	Score (1-5)	Weight	Weighted Score
1	Transaction completed accurately			
2	Feedback or survey opportunity mentioned			
3	Loyalty program promoted where applicable			

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#	Criteria	Score (1-5)	Weight	Weighted Score
4	Farewell greeting and invitation to return			
	Category Total			

Final Score Summary

Category	Weight	Category Score	Weighted Score
Customer Greeting & Engagement	20%		
Product/Service Knowledge	20%		
Service Delivery & Efficiency	25%		
Environment & Presentation	15%		
Closing & Follow-up	20%		
TOTAL WEIGHTED SCORE	100%		

Auditor Comments & Recommendations

Key Strengths Observed:

Critical Issues Identified:

Priority Recommendations:

Auditor Signature: _____ Date: _____

Manager Signature: _____ Date: _____