



TRUSTED Mark[®] SCHEME

Trust 150A: Mystery Audit Guidelines for Retail Brands

(All Formats under Trusted Shop / Salon/ Spa/ Care/ Restaurant/ Jeweller/ Cineplex/ Funzone)

Mystery Audit

Mystery audit is defined as an audit that offers the opportunity for an auditor to monitor, assess and rate the quality of products / services provided by the retailer under the Trusted Mark Certification Scheme from point of view of the customer. It shall be carried out under supervision of trained auditor as specified in Trust 203 by visiting the auditable venue, offline or online as applicable, in the capacity of an unknown visitor / shopper without concealing his/her true identity and objective of the visit. Mystery audit will be conducted by the Trusted Mark Secretariat – one in the beginning and subsequently once in the following years in the certification cycle.

Relevant terms have been explained here to help reader to understand the intended meaning:

Mystery Audit Man-Hours determination and cost

Audit man-hours for mystery audit is determined considering time spent on client's outlet / website to perform mystery audit activity/ies of TRUSTED Mark Scheme. Applicants will be sent a quote once registration is completed with duly filled application and submission of required fee.

Number of Staff personnel

The effective number of staff personnel of client shall consist of all full time personnel involved within the scope of certification including those working on each shift. Non-permanent (seasonal, temporary and contracted personnel) and part time personnel who will be present at the time of mystery audit shall also be included in this number. For a retailer with multiple sites, effective number for personnel for each site is determined and averaged. This average manpower and carpet area per store (in square ft) of sites is considered for man-hour estimation.

Mystery Audit site

Audit site for the purpose of this document would mean mystery audit conducted at actual retail outlets / website etc. Computation of auditing sites in case of brick and mortar retailer shall be done by taking the **square root of total number of sites** offered in the application.

Multisite Mystery Audit

Sample number of sites (outlets) for audit under a single brand / format shall be the square root of total number of sites as indicated in the application and operated as single brand / format there under. If retailer wants to apply for a different brand or format, number of sites under this new application shall be computed based on same principle separately

Mystery audit shall be done through either of the following mechanisms:

Mystery Observation (MO): The process shall involve only observation of pre-decided activities/ objects / material / information involving, if required, limited interaction with available staff in the same regard. The observation shall be in reference to the laid down Standards in Trust 150 document and shall be recorded and classified in a particular template to serve as part of a report.

Mystery Interaction (MI): The process shall involve detailed and objective interaction with available staff and / or concerned manpower / official to extract the required information and / or build up a case in order to assess and measure the response. The response shall be measured in reference to the laid down Standards in Trust 150 document and the clauses or sub-clauses therein.

Mystery Shopping (MS): The process shall involve buying of product/s and/ or availing service/s by ordering / booking over phone / email / website and / or in person, as applicable, for an offered price under prevailing promotions and / or applicable terms and conditions. The evidence of such shopping audit is mandatory and shall be produced appropriately to substantiate results of MS.

Mystery Audit Guidelines

S.No	Standard No.	Mystery Audit type	Applicable to	Audit instruction
1	B.1.3.b	MI/MS	All segments except Trusted Spa, Salon and Care	Auditor shall request for shopping bag / serving material from staff and retain them as sample for authorized material check by competent authority. Auditor shall also look for suitable communication in regard to promoting the cause of eco-friendly packaging among its customers. In case of E-shop auditor shall place order to audit shopping bag/packaging. In case of Restaurant home delivery order may also be undertaken.
2	B.1.3.c.ii	MO	All segments except Trusted E-shop	Auditor shall visit the outlet and look for concerned signage
3	B.2.3.g.i	MI	Trusted Pharmacy only	Auditor shall produce prescription to Pharmacist and understand from him/her the prescription information about ailment/medicine/various companies making them/composition etc. Rate Pharmacist on prescription assessment competency.
4	B.2.3.g.ii			Auditor shall ask for OTC medicine from Pharmacist. Ask him/her the reason for recommending the medicine he/she offers and his/her advice on how to use it. Rate Pharmacist on knowledge competency about OTC medicine.
5	B.2.3.g.iii			In reference to B.2.3.g.i auditor shall further ask for Pharmacist's advice on how to use the prescribed medicine in terms of storage/ dilution/ compounding etc to rate his/her competency on prescribed medicine.

6	B.2.3.g.iv			In reference to B.2.3.g.i auditor shall further ask Pharmacist's advice on combined impact of prescribed medicines and recommendation on kind of food to be taken during the course. Rate the Pharmacist on knowledge.
7	B.2.3.g.v			Auditor shall also ask Pharmacist of any side effect of the prescribed medicines. Rate the Pharmacist on knowledge.
8	B.2.3.g.vi			Auditor shall share symptoms of certain serious / extraordinary ailment and ask for medicine to cure it. Pharmacist shall be rated on his/her competence to decide for recommending visit to Doctor or against it or providing some medicine for temporary cure.
9	B.2.5.a	MI	All segments	Auditor shall interact casually with staff, check if they are professional and pro-active in their approach and record response. Rate their manner accordingly.
10	B.2.5.b	MO	All segments except Trusted E-shop	Auditor shall observe staff for uniform status, grooming, etiquettes and professional behavior with other customers & rate.
11	B.2.5.c	MI	All segments	Auditor shall communicate with staff in local language, then Hindi and lastly in English to rate their communication skill. For e-shop the activity shall be performed online/over phone.
12	B.2.5.d			Auditor shall show interest in buying certain product / avail service. Record negative if selling technique makes false or unbelievable promises / misinform the features. Auditor shall be able to distinguish between unethical technique and up-selling efforts. For e-shop the activity shall be performed online/over phone. Rate ethics of concerned staff.
13	B.2.5.e			Auditor shall explore staff about his/her knowledge on basic consumer rights in reference to the product/service being discussed in B.2.5.d. For e-shop the activity shall be performed online/over phone. Rate the knowledge level. Return/exchange policy shall also be checked during the activity.
14	B.2.5.f	MS	Trusted Restaurant and Cineplex, Funzone (where F&B is being served)	Auditor shall buy and consume F&B and offer tip to the staff while settling bill. Staff shall be specifically asked if tips are allowed or not. If allowed then how it would be disbursed. If not allowed then what action can be taken against him on acceptance. Rate the procedure's efficacy.
15	B.2.5.g	MI	All segments	Auditor shall seek help of concerned staff member during entire window-shopping / browsing process. Staff shall be consulted before every decision/step in the process to rate their helping skill. For e-shop the activity shall be performed online/over phone.
16	B.2.5.h	MO / MI	F&G retailer under Trusted shop, Trusted Restaurant and Cineplex, Funzone (where F&B is being served)	Auditor shall pick up any F&G or F&B item/s. Enquire from staff about its appropriate display / storing conditions. Relate the response with actual product status. Further explore about the applicable regulations from consumer rights perspective in the same regard. Rate the knowledge level.
	B.2.5.i			

17	B.2.5.m	MI	Trusted Spa, Salon and Care	Auditor shall pose as potential customer and shall enquire about how services/treatments shall be executed. He shall observe service area, check privacy standards and rate training standards on customer privacy.
18	B.2.5.n	MS	Trusted Restaurant and Cineplex, Funzone (where F&B is being served under dine-in)	Auditor shall interact with the Chef personally to know recipe of the dishes in menu. Rate his knowledge level.
19	B.3.3. a-c	MO	All segments	Auditor shall visit the retail venue with the copy or scan of the advertisement, wherever applicable. Observe and record the actual status of delivery of advertised product/service. During regular period consult the staff in regard to any in-store advertisement. Rate the findings on ethics. In case of E-shop he shall perform the activity online and retain scan of actual status.
20	B.3.5.a	MI	All segments except Trusted E-shop	Auditor shall interact with staff to locate basic amenities inside the outlet; about what all products and services are on offer; promotions running on them etc. Assess if the staff understood the queries/doubts, responded suitably with correct and relevant replies.
21	B.3.5.b	MO		Auditor shall look for relevant signage and appropriate visibility of the same
22	B.3.5.c	MO/MI	Trusted Spa, Salon, Care, Restaurant, Cineplex and Funzone	Auditor shall identify relevant display, appropriateness, clarity and visibility of displayed content
23	B.3.5.d	MO	All segments except Trusted E-shop	Auditor shall look for promotional material, signage and other in-store communication mentioning prevalent promotions running in the outlet
24	B.3.5.e		F&G retailer, Restaurant, Cineplex, Funzone (wherever packaged F&B is being sold)	Applicable to open food grains / imported F&B. Price variation on similar items should be backed by mentioned grades/variety/certificate.
25	B.3.5.f	MO	All segments except Trusted E-shop	Auditor shall prepare a checklist of all applicable areas/signage to be relevant to the outlet and tick mark which all are present visibly
26	B.3.5.h. i-iii	MI/MS	Trusted Jeweller only	Auditor shall engage staff in knowing how purity and caratage would be ensured by the outlet. Ask which mechanism / standard is followed to ensure the same. Auditor's jewellery (weighed in advance) and outlet's jewellery shall be weighed on the calibrated weighing scale to verify if the result is correct.
27	B.4.5.d	MS	Trusted E-	Auditor shall make online purchase to verify mentioned standards and rate

	B.4.5.e		shop only	them according to required standards.
	B.4.5.f			
	B.4.5.g			
28	B.5.1.f	MS	All segments except Cineplex, Funzone	Auditor shall check with staff if there is any Guarantee & Warrantee and how are these ensured on specific product / service, wherever applicable. Check the related document of some other customer if such a purchase is being made at the time of audit in auditor's presence. In the absence of above auditor shall buy concerned product/service to acquire documentary evidence of applicable G&W. There may be certain product / service such as food items / serving time which may involve no authorized document of G&W, in such case auditor shall note down contact detail of ensuring staff.
	B.5.1.e			
29	B.5.2.d	MS	All segments	Auditor shall verify the standard while claiming Refund/ Exchange/Compensation against the purchased product / service availed and rate in relation to the stipulated timeframe
30	B.5.2.e.i			Auditor shall buy a product / service and then ask for cancellation of transaction for some reason. Rate adherence to the policy.
31	B.5.2.e.ii			Auditor shall buy a product / service and then complain about quality and shall demand return. Rate adherence to the policy.
32	B.5.2.e.iii			Auditor shall book / give advance for product / service to be picked / availed on some other day. The product / service shall likely to be unavailable, is to be well analysed by the auditor. Rate adherence to the policy.
33	B.5.2.e.vi		Trusted Jeweller only	Auditor shall buy jewellery and shall return it back for an exchange at the same outlet after 2 days. Rate adherence to the policy.
34	B.5.3.c.ii	MS	All segments except E-shop	Auditor shall send a minor / child to purchase inappropriate product / service in a brick and mortar outlet. For E-shop auditor shall declare the age under 18 years and assess the response while buying inappropriate product/service. Rate adherence to the policy.
35	B.5.3.c.v	MS	Trusted Pharmacy only	Auditor shall attempt to purchase medicine and/ or drug specified under the schedule X, Narcotic drug & Psychotropic Substances Act / CNS drug without prescription. If obliged he/she shall order for large quantity as an institutional order and rate the refusal policy in this regard.
36	B.5.4. a-b		All segments	Auditor shall shop to earn GV/Loyalty points/coupons etc. Look for terms and conditions mentioned at suitable places inside the outlet and /or on the earned vouchers.
37	B.5.5.a	MS	All segments except Cineplex, Funzone	Auditor shall give order in person / on phone in case of outlet and through website in case of e-shop. Request for home delivery / service / treatment at requested venue. Ask for the related procedure. Record the same and confirm the order. Keep checking with brand about the delivery status till delivery is received / service personnel arrive at requested venue. Delivery of products shall be checked for any damage / loss and ensure proper unloading, shifting and / or installation, wherever applicable. Services shall be checked for following prescribed process and stages. Any loss or deviation shall be reported to authorized official for suitable action. Record and retain the evidence of satisfactory delivery confirmation by the brand. Rate each standard from customer perspective.
	B.5.5.b			
	B.5.5.c			
	B.5.5.d			
	B.5.5.e			

	B.5.5.f		All segments except Spa, Salon, Care, Restaurant, Cineplex, Funzone, Pharmacy and Jeweller	
38	B.6.1. a-d	MS	All segments	Auditor shall make a purchase of product /service and retain the Tax invoice generated in the same regard. Mentioned standards shall be evaluated from the invoice print.
39	B.6.1.e.i		All segments except Cineplex and Funzone	Purchase shall further instruct delivery at requested venue and observed if charged extra or not. If yes then is it mentioned suitably or not?
40	B.6.1.e.ii			Purchase shall request special service as applicable to the purchased product/service to check if any additional charges are charged or not. If yes then is it mentioned suitably or not?
41	B.6.1.e.iii		All segments	Auditor shall opt for better or costlier product / service which was not charged during the earlier purchase mentioned above. Check if differential price is charged or not? If charged was it suitably mentioned or not?
42	B.6.1.e.iv		Trusted Jeweller only	Auditor shall check on invoice or otherwise if jeweller mentions suitably the making charges and / or prevalent metal / stone charges separately or not Auditor will also check if the retailer is charging extra for payment with a card.
43	B.6.2.a. i-vi	MI	All segments	Auditor shall check what all modes of payment are honoured and if they are mentioned suitably or not. In case of E-shop Cash on Delivery (COD) also need to be confirmed specifically.
44	C.1.2.a			Auditor shall call the outlet and ask for contact detail of Customer service department/official. Contact the concerned official and ask for personal meeting to give suggestion/complaint about services. If obliged collect official's contact detail.
45	C.1.2.b		All segments except E-shop	Auditor shall visit the outlet with a complaint, contact 'Customer Service' counter / Helpdesk / assigned executive to resolve the issue. Rate the response on the outcome.
46	C.1.2.c		All segments	Auditor shall seek 'Customer Service / Helpline' contact detail and information on relevant stationery and place/s inside the outlet and / or company website. Contact the helpline over phone with complaint and/or suggestion. Rate the convenience of accessing the line and response thereafter.
	C.1.2.d			
47	C.1.2.g		All segments except E-shop	Auditor shall carry one small size, one medium size and one large size bag with things inside. Ask the staff if they can be carried along inside or left somewhere. If allowed inside rate the uninterrupted exit and if kept outside record the procedure, conditions applied and rate on the safety and status of returned bags.
48	C.1.2.i			Auditor shall ask for washroom services gender specific, if applicable, and drinking water facility. Auditor shall rate convenience of accessing and using them in C.1.2.i and C.1.2.j. Auditor shall rate cleanliness, sanitation status and hygiene factor of these areas for C.1.2.l
	C.1.2.j			
	C.1.2.l			

49	C.1.2.p	MI	Home, Lifestyle, Consumer durables & electronics only	Auditor shall ask for list of service centers for a particular or all brands products of which are being sold by the outlet. Record the information and contact few among them randomly to verify if they exist and honour after sale services on the listed products.
50	C.1.3.a		All segments	Auditor shall evaluate the standards while executing mystery audit for C.1.2.a, C.1.2.c and C.1.2.d.
	C.1.3.b			
	C.1.3.c			
51	C.1.3.d	MI		Auditor shall ask the manager if outlet is certified by any Certifying authority and about the displayed certificate. Check the certificate if it has contact detail of CB. If not then ask the manager if outlet has that information or not. Rate the response to verify standard compliance.
52	C.2.3.f			Auditor along with female companion shall try to enter the outlet avoiding security check. If requested by staff for security check auditor shall oblige and record the security check procedure and effectiveness. Record if check is separate for both genders, wherever applicable
53	C.2.3.h	MI	Trusted Pharmacy only	Auditor shall ask for the name and contact detail of supervising Pharmacist
54	C.2.3.i			Auditor shall attempt to purchase medicine and/ or drug specified under the schedule X, Narcotic drug & Psychotropic Substances Act / CNS drug without prescription. If refused then produce the prescription. Rate the findings on stringency of policy in regard to customer safety.
55	C.2.4.g	MS	Trusted Restaurant and Cineplex and Funzone (if F&B is being served)	Auditor shall order ethnic food/dish which requires certain specific requirement in reference to a particular culture or local taste. Rate the outcome based on staff knowledge about it and final presentation
56	C.2.4.j			Auditor shall order vegetarian dish/food. Sometime after ordering auditor shall enter kitchen unannounced. Record if entry is barred by staff or not. Auditor shall demand to see vegetarian section to ensure purity of the ordered dish. If obliged rate the capability of the kitchen of ensuring purity of vegetarian dish.
	C.2.4.k			
57	C.2.5.f	MS	Trusted Pharmacy only	Auditor shall order Xalatan eye drop for home delivery and audit if applicable packing conditions are adhered to or not. Rate the delivery as per findings.
58	C.2.6.b		All segments	Auditor shall allow his/her detail to be noted. Ask the purpose and assurance that information would not be used for any other purpose than the informed one. If found misused what action can be taken / complaint to whom? Note down the contact detail.
59	C.2.6.c			Auditor shall enquire where his / her information would be kept and what safety measures are undertaken to keep them confidential. Auditor shall ask how can change in submitted information be updated – directly by him/her or through outlet/brand only? Rate the related procedure
60	C.2.6.d	MI	Trusted Spa, Salon and Care only	Auditor shall enquire and book the service in advance. While booking auditor shall ask if services are for both genders or not. If for both genders then what are privacy measures. Visit the outlet to verify the assurance.

For Mystery Audit Details/ Quote please contact

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