

VIP PETCARE

MYSTERY SHOP WITH YOUR DOG OR CAT

INSTRUCTIONS

QUESTIONNAIRE

Pre-register your cat or dog online to visit a VIP Petcare clinic located in an assigned retail store. Arrive during clinic hours for a preventative service to evaluate the wait time, veterinarian interaction, and overall service.

Before You Begin

- Review your shop confirmation
- Confirm clinic hours
- Pre-register your pet online
- Review & select an individual service

Don't Forget!

- Arrive during clinic hours & check in
- Confirm your pre-registration for service on arrival
- Record wait times & take required photo
- Take your copy of the receipt



General Requirements

- Read all instructions and the entire questionnaire before you complete the shop.
- You must pre-register your pet for a service visit to the clinic during available hours. Typically, clinics are open on weekends.
- Expect to spend at least 15–20 minutes at the clinic for the service.
 - Wait times can vary depending on walk-in and virtual line traffic. In some cases, there could be an hour or two wait for your service to be completed. (Service is reimbursed up to \$200.)
- Keep the receipt for your visit and upload a copy.
- Do not reveal your identity as a mystery shopper to anyone at any time.
- Submit your report to shopperhub.cxgroup.com within 12 hours of completing the shop.
- Retain all documentation for six months following your shop.
- You or your immediate family members cannot have ever worked for PetIQ, VIP Petcare, or Community Veterinary Clinics, LLC.



Shop Instructions

Step #1: Select individual service and pre-register your pet online

- You may select a service from the options below. Note that services and prices may vary by location, and you may confirm the options online when you pre-register. (Note: You will not be reimbursed over \$200 for services.)

Services Options

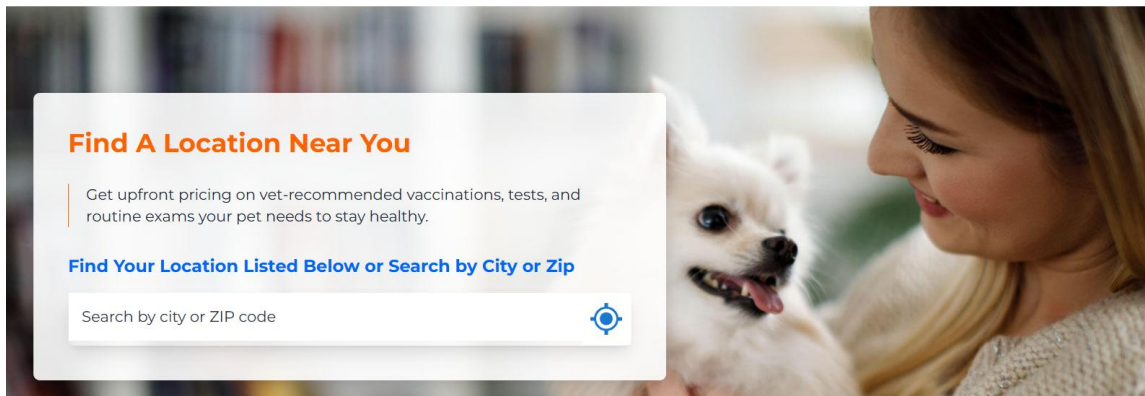
- Vaccines
- Heartworm Test
- Fecal Test
- Feline Leukemia Test
- Microchip
- Nail trim
- Deworming
- Heartworm Prevention
- Flea and Tick Prevention

- Go to www.vippetcare.com to register your pet for the visit.
- Search by city/zip code via the **Find Location** option to locate the clinic you are assigned.



[Our Services](#) ▾
 [About Us](#) ▾
 [Resources](#) ▾
 [Online Pharmacy](#) ▾

[Find a Location](#)



VIP Petcare at Pet Supplies Plus

Next Date: Sat, Jun 13, 2026 10:00 AM - 11:30 AM

2224 South Main St.
Ann Arbor MI 48103 US

[Upcoming Clinics](#) ·
 [View Pricing](#) ·
 [Pre-Register](#)

- Select the date you will visit from your confirmation email, the number of pets you will be bringing (up to 2 per visit), and enter your contact details.
- Click **Next: Review and Submit** to complete the registration.
- You are not required to set up the Pet Portal at the time of pre-registration.
- If you do not see the EXACT location, date, and time that is listed in your confirmation available on the VIP Petcare website, do not register for another location or time. Contact your scheduler for further instructions.

Step #2: Arrive on the date selected with your pet and check in

- Go to the assigned clinic with your pet during the time range on the date you selected.
- Click "I've arrived" via text, or if unable to do so, check in in person. Be prepared to wait. Discreetly record your wait time.
- Note that this is not an appointment but a virtual line. You will receive a text message when it's time to check in for your service.
- If you do not check in on time, the staff may have to move on to assist the next pet in line.
- If you do not arrive during the listed clinic times, you may not be assisted, and your report will not be accepted.

Step #3: Take a photo of the clinic and obtain a receipt.

- Take at least one wide angle photo of the clinic area during your visit.
 - If there is clutter or areas that are not clean in this area, try to capture that in the photo.
- Get a copy of your receipt and upload it with your report.



QUESTIONNAIRE

Shop date:

Start time:

End time:

Client Greeting and Check-In

1. Did a team member greet you, smile, and make eye contact?

Yes

No

2. Did a team member scan your pet for a microchip, or did they ONLY ask if they were microchipped?

Only scanned

Asked and scanned

Only asked

Did not ask or scan

3. Were you asked, "What are you here for today?" or something similar?

Yes

No

4. Did a team member use "recommend" phrases?

Examples: "I recommend this treatment..." or, "It is recommended that your dog..."

Yes

No

5. How many team members did you see at the clinic?

1

4

2

5

3

6+

Virtual Line Experience

6. Were you informed about the virtual line system?

Yes

No

7. Did a team member explain how the virtual line works?

Yes

No

8. If yes, was the explanation clear and easy to understand?

Yes

N/A - no one explained the virtual line

No

9. Were you able to successfully join the virtual line?

Yes

No

10. Approximately how long did you wait from check-in time to being texted that it was your turn?

This is the time from when you clicked "I've arrived" via text OR from the time you physically checked in if you did not select the "I've arrived" option. Required format: 00:00 (minutes:seconds)

11. Describe your overall experience with the virtual line system.

Professionalism and Friendliness

12. Were all team members you encountered professional and approachable?

Yes

No

13. If no, please describe the interaction:

14. Were all team members wearing name tags?

Yes

No

15. On a scale of 1-5, how would you rate the overall friendliness of the team?

This rating includes all team members at the clinic, including the veterinarian.

5 – Very friendly

2 – Unfriendly

4 – Friendly

1 – Very unfriendly

3 – Neutral

16. If not 5, please explain:

17. Did any team member go above and beyond during your visit?

Yes

No

18. If yes, please explain:

Education and Consultation

19. Did anyone discuss flea and tick prevention with you?

Yes

No

20. If yes, did they ask open-ended questions about your current flea/tick prevention routine?

Yes

N/A – no one discussed flea and tick prevention

No

21. Did a team member educate you on any other preventive care topics?

Yes

No

22. If yes, what topics were covered?

23. Did a team member ask about your pet's lifestyle, environment, or activities?

Yes

No

24. Did you feel pressured to purchase additional products or services?

Yes

No

Clinic Location and Environment

25. Was the clinic area clean and well organized?

Upload a photo of the clinic area.

Yes

No

26. Was the physical clinic flow easy to navigate?

Answer No if you had to pass other pets in close proximity, the clinic was cramped, the layout interfered with clinic traffic, etc.

Yes

No

27. Did you see the vet table being sanitized before or after your visit?

Yes

No

28. Approximately how many other clinic clients were present in line during your visit?

Only include the number of clients in line at the clinic. Do not include customers just shopping in the retail store. For clients who are together, count their group as 1.

1

4

2

5

3

6+

29. Did a team member at the vet table confirm the services you were receiving before they proceeded?

Yes

No

30. Did you observe team members using any type of PPE (personal protective equipment) such as slip leads, towels, yellow sleeves, thick gloves, or muzzles with any pets?

Select 'Yes' if you observed any team members using any of these items with your pet or other pets. Yellow Kevlar sleeves may be worn by a team member who is restraining a cat.

Yes

No

Checkout and Closing

31. Was the checkout process efficient and well explained?

Yes

No

32. Did a team member thank you for coming?

Yes

No

33. Did you receive verbal instruction about adverse events after vaccines?

Yes

N/A – did not receive vaccine

No

34. Did any team member recommend the Pet Portal?

Yes

No

35. Did anyone explain the benefits of the Pet Portal?

Yes

No

36. What was your understanding of the Pet Portal benefits?

Explain what the team member told you about the Pet Portal benefits. If no one recommended or explained the Pet Portal, enter N/A.

37. Based on this experience, how likely are you to return to this clinic?

10 = Extremely likely to return; 0 = Extremely unlikely to return

10

4

9

3

8

2

7

1

6

0

5

38. Explain your rating:

39. Based on this visit, how likely are you to recommend the clinic?

10 = Extremely likely to recommend; 0 = Extremely unlikely to recommend

- | | |
|-----------------------------|----------------------------|
| <input type="checkbox"/> 10 | <input type="checkbox"/> 4 |
| <input type="checkbox"/> 9 | <input type="checkbox"/> 3 |
| <input type="checkbox"/> 8 | <input type="checkbox"/> 2 |
| <input type="checkbox"/> 7 | <input type="checkbox"/> 1 |
| <input type="checkbox"/> 6 | <input type="checkbox"/> 0 |
| <input type="checkbox"/> 5 | |

40. Explain your rating:

41. How easy did the clinic make it for you and your pet to get the service?

- | | |
|---------------------------------------------------------|----------------------------------------|
| <input type="checkbox"/> 5 – Easy | <input type="checkbox"/> 2 |
| <input type="checkbox"/> 4 | <input type="checkbox"/> 1 – Difficult |
| <input type="checkbox"/> 3 – Neither easy nor difficult | |

42. If less than 5, please explain:

43. Did the cashier tell you how you would receive your receipt and record, ask about a printed receipt, or print you a receipt automatically?

Please explain.

44. Upload the receipt for your visit:

END OF QUESTIONNAIRE