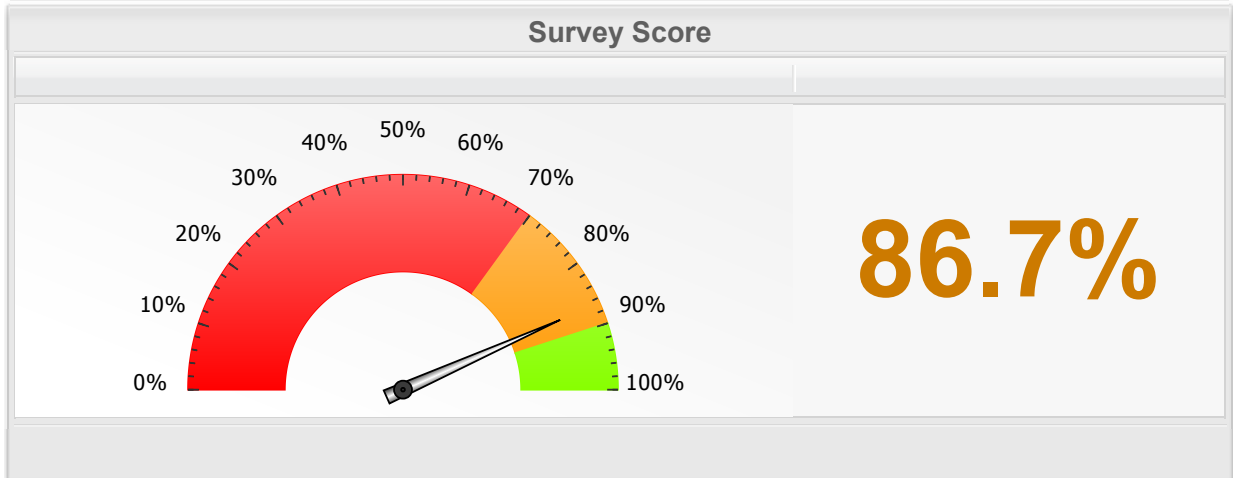


Example; Town Centre Customer Service Review 2017

123 - Crew Clothing Co, 50A George Street, London, TW9 1HJ

2017-06

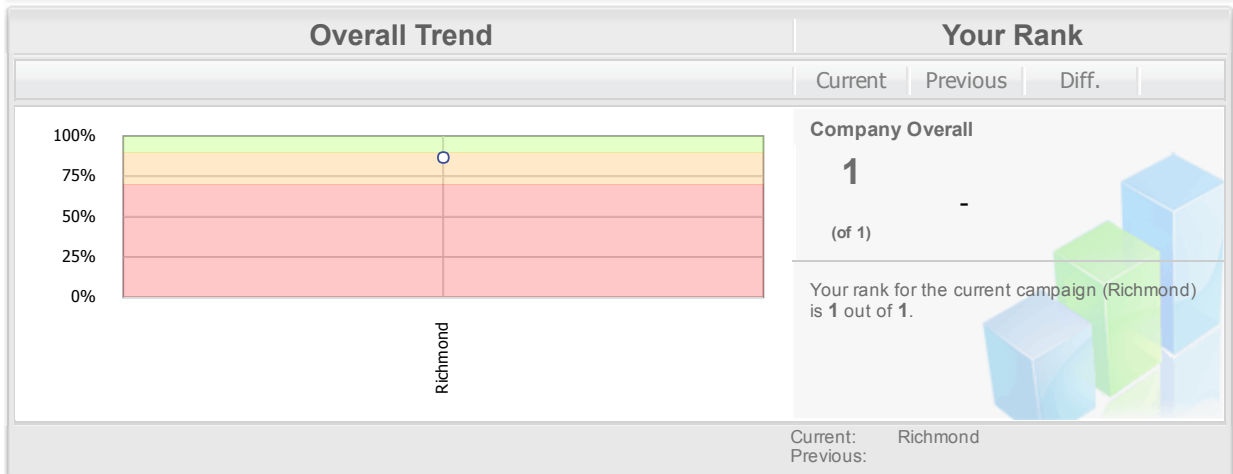


Section Summary

	Current	Previous	Diff.
Venue Appearance	100.0%	-	-
Products & Pricing	100.0%	-	-
Staff Image	100.0%	-	-
Initial Contact	64.3%	-	-
Service	87.0%	-	-
Sales	96.7%	-	-
Overall Impression	85.0%	-	-
TOTAL	86.7%	-	-

■ Scored
■ Missing




Previous: Previous Survey




Example; Town Centre Customer Service Review 2017

123 - Crew Clothing Co, 50A George Street, London, TW9 1HJ

2017-06



Performance by Question		
Sections/Questions	Current Richmond	Overall
Venue Appearance	100.0%	100.0%
1. Was the external appearance of the branch Clean, Litter Free and Attractive?	10/10	100.0%
2. Were windows neat, clean and professional?	10/10	100.0%
3. Was the internal appearance of the branch Clean, Litter Free and Attractive?	10/10	100.0%
4. Were any posters/product displays well presented?	10/10	100.0%
5. Were there any obstacles in store such as boxes, disorganised stock on floor etc?	10/10	100.0%
Products & Pricing	100.0%	100.0%
1. Where applicable, was pricing clear to you?	20/20	100.0%
2. Where applicable, were products in a good saleable condition?	20/20	100.0%
Staff Image	100.0%	100.0%
1. Were ALL staff well groomed and wearing appropriate clothing?	20/20	100.0%
2. Did ALL staff appear to be professional in manner/actions?	20/20	100.0%
Initial Contact	64.3%	64.3%
 1. Based on activity, were you acknowledged quickly enough?	0/20	0.0%
1a. How were you acknowledged?	30/30	100.0%
 2. Were you offered assistance whilst browsing/looking at products etc?	0/20	0.0%
2b. Was this wait acceptable, based on activity levels?	0/10	0.0%
a. Welcoming?	20/20	100.0%
b. Keen to help?	20/20	100.0%
c. Friendly?	20/20	100.0%
Service	87.0%	87.0%
Whilst serving you, did the staff member seem genuinely interested and give you their full attention?	50/50	100.0%
Did the staff member ask sufficient questions to understand your needs and requirements?	50/50	100.0%
Was your serving staff member friendly and helpful?	50/50	100.0%
Did staff make you feel valued and appreciated in your visit today?	50/50	100.0%
 Was any unprompted 'general' conversation attempted by the staff, in order to gain a rapport with you?	0/30	0.0%
Sales	96.7%	96.7%
Was the staff member enthusiastic/committed to meeting your requirements?	30/30	100.0%
Did the staff member offer appropriate suggestions, in accordance with your requirements?	30/30	100.0%
Did staff display good product knowledge OR find out/seek assistance, if they didn't?	30/30	100.0%
When you raised concerns and hesitation about any of the items shown, did staff overcome these by offering alternatives or explaining benefits?	30/30	100.0%
In the role of mystery shopper, did staff actively encourage you to make a purchase/use the services offered today, or asap?	25/30	83.3%
Overall Impression	85.0%	85.0%
Based on the service received in today's visit, how likely would you be to recommend to family or friends ?	45/50	90.0%
Based on the whole experience of today's visit, how likely would you be to genuinely purchase/use the service yourself?	40/50	80.0%
TOTAL	86.7%	86.7%

 The red exclamation icon denotes those questions that most negatively impact your overall score.

Example; Town Centre Customer Service Review 2017

123 - Crew Clothing Co, 50A George Street, London, TW9 1HJ

2017-06

Attention Areas	
	Missing / Possible
Service Was any unprompted 'general' conversation attempted by the staff, in order to gain a rapport with you?	30 / 30
Initial Contact 1. Based on activity, were you acknowledged quickly enough?	20 / 20
Initial Contact 2. Were you offered assistance whilst browsing/looking at products etc?	20 / 20
<p>Improving your performance on these questions would increase your score for <u>this visit</u> by 9.3%, giving you a total of 96.0%.</p> <p> The questions displayed above are those for which you received only partial or no credit, and which most negatively impact your overall score. Focusing your attention on these critical areas in the future will help increase your overall scores.</p> 	

Example; Town Centre Customer Service Review 2017

Location: 123 - Crew Clothing Co - 50A George Street, Richmond, London, GL TW9 1HJ

Date of Visit: 2017-06-08

Time of Visit: 14:07

Survey Total: 86.67% (650 / 750)

Photo of Business Exterior



Day of visit

Thu

Time of Visit (24 hour clock) 14:07

How many customers were present on initial sweep? 2

How busy was it?
Quiet

How many staff were present on initial sweep? 1

How many staff were busy with stock or pricing goods? 0

How many staff were tidying/cleaning? 1

How many staff were serving customers at the till? 0

How many staff were serving customers elsewhere? 0

How many staff were busy with paperwork/admin/computer? 0

How many staff were talking amongst themselves? 0

How many staff were involved in 'Other' activities? 0

If 'Other' duties, please briefly detail what: NA

Please give specific details of the products/services/goods etc that were offered to you/discussed with you by the staff:
I was offered polo shirts, different kinds of tops some with broderie hems, shirt style tops etc.

What did you purchase?
N/A

How much did you spend? (where applicable)
N/A

Please NAME (if badge worn) AND brief description of ALL staff with whom you dealt, in order of dealings (including any security staff):

Female, long light brown hair, white vest with a printed shirt over it which was unbuttoned and slacks.

Venue Appearance

100.00% (50 / 50)

1. Was the external appearance of the branch Clean, Litter Free and Attractive?

10/10

Met

2. Were windows neat, clean and professional?

10/10

Met

3. Was the internal appearance of the branch Clean, Litter Free and Attractive?

10/10

Met

4. Were any posters/product displays well presented?

10/10

Met / None Present

5. Were there any obstacles in store such as boxes, disorganised stock on floor etc?

10/10

No (Achieved)

Please explain briefly your observations for Branch Appearance:

The branch was clean and litter free and everything was well displayed.

Products & Pricing

100.00% (40 / 40)

1. Where applicable, was pricing clear to you?

20/20

Met

2. Where applicable, were products in a good saleable condition?

20/20

Met

Please explain briefly your observations for Products & Pricing:

The products were well displayed and each had a price tag on them.

Staff Image

100.00% (40 / 40)

1. Were ALL staff well groomed and wearing appropriate clothing?

20/20

Met

2. Did ALL staff appear to be professional in manner/actions?

20/20

Met

Please explain briefly your observations for Staff Image:

The staff dress code was casual and in keeping with the style of clothes sold in store. The staff I interacted with was pleasant and profession in her service and manners.

Initial Contact

64.29% (90 / 140)

i. Welcome

60.00% (30 / 50)

1. Based on activity, were you acknowledged quickly enough?

0/20

Not Met

1a. How were you acknowledged?

30/30

Offer of help

Please explain briefly what happened as you entered the store, regarding staff acknowledgement.

On entering the store I browsed around. There was no offer of help even though the staff member was only tidying behind the till. After approximately five minutes, I approached the staff member and was acknowledged immediately.

ii. Offer of assistance whilst browsing

66.67% (60 / 90)

2. Were you offered assistance whilst browsing/looking at products etc?

0/20

Not Met

2a. How long did you wait until you asked for assistance? 00:04:57

2b. Was this wait acceptable, based on activity levels?
Not Met

0/10

3. When in first contact with staff, were they:

	Met	Partially Met	Not Met
a. Welcoming? 20/20	<input checked="" type="radio"/>	<input type="radio"/>	<input type="radio"/>
b. Keen to help? 20/20	<input checked="" type="radio"/>	<input type="radio"/>	<input type="radio"/>
c. Friendly? 20/20	<input checked="" type="radio"/>	<input type="radio"/>	<input type="radio"/>

Please explain briefly how you were approached by staff, or how you approached them:

The staff member was welcoming, gave me her attention and was keen to help once I had her attention.

Service

86.96% (200 / 230)

1. Whilst serving you, did the staff member seem genuinely interested and give you their full attention? 50/50
5 - Service faultless, could not be improved in any way. Very attentive, rapport built with personal touches.

2. Did the staff member ask sufficient questions to understand your needs and requirements? 50/50
Met
Comment: The staff member asked me how old my daughter was, and whether she liked stripes. She also asked if it was a birthday gift.

3. Was your serving staff member friendly and helpful? 50/50
5 - Personal, friendly, enthusiastic and determined in assisting me

4. Did staff make you feel valued and appreciated in your visit today? 50/50
5 - Staff listened carefully to me and made me feel special

5. Was any unprompted 'general' conversation attempted by the staff, in order to gain a rapport with you? 0/30
Not Met (0 pts)

Please explain your reasons for the scores you have given in Service:

The staff member's service was good; she went out of her way to try and assist me find an item that I may have been looking for. She suggested many options and went ahead of me to point things out or display them, although there was no conversation other than the sales talk.

Sales

96.67% (145 / 150)

1. Was the staff member enthusiastic/committed to meeting your requirements? 30/30
5 - Range of alternatives enthusiastically offered, and benefits explained to suit my personal requirements

2. Did the staff member offer appropriate suggestions, in accordance with your requirements? 30/30
Met
Comment: As I was looking for a gift for a young girl, I was offered items that would suit her, taking into consideration the season.

3. Did staff display good product knowledge OR find out/seek assistance, if they didn't? 30/30
Met

4. When you raised concerns and hesitation about any of the items shown, did staff overcome these by offering alternatives or explaining benefits? 30/30
5 - Concerns completely overcome, benefits explained with excellent product knowledge relating to my personal needs

5. Did the staff attempt any add-on /extra sales to maximise your purchase?
N/A

6. In the role of mystery shopper, did staff actively encourage you to make a purchase/use the services offered today, or asap?

25/30

4 - Convincing, I would actively consider returning here in the future

Please explain your reasons for the scores you have given in Sales:

The staff member was attentive and went out of her way to help and show me different items, including overcoming my objections and offering alternatives, however she didn't actively attempt to close a sale.

Overall Impression

85.00% (85 / 100)

1. Based on the service received in today's visit, how likely would you be to recommend to family or friends ?

45/50

9- Would recommend via word of mouth without prompting. Personal and friendly but doesn't go the extra mile.

Please give a BRIEF SUMMARY of your rating above

I have given a rating of 9 as although the staff member gave very good service, I would have preferred a better rapport to have been created through a friendly chat/conversation.

2. Based on the whole experience of today's visit, how likely would you be to genuinely purchase/use the service yourself?

40/50

Probably. Personal and friendly, but lacking a little in rapport, OR not quite the extra mile.

Please give a BRIEF SUMMARY of your rating above

I would have preferred a better rapport be created through a conversation rather than just focusing on getting a sale; this would have made me feel more valued as a customer.

Narrative of Visit

Account of visit.

I entered and saw a couple of customers browsing in the store and just one staff member who was behind the till busy folding some of the items. I browsed around for almost five minutes and then approached the staff member. She looked up from her activity and greeted me and offered help. I told her I was looking for a gift for my daughter and wondered if she could help me. She asked a few questions to establish my needs such as my daughter's age and whether she had a preference for stripes or plain. which I answered. Further in the conversation she asked me if it was a birthday gift. She showed me a type of jumper at first and I thought it had some wool content and so raised an objection that it wouldn't be suitable for this season. She quickly explained that it was a linen and cotton mix and confirmed that by checking the label. However, noticing that I didn't seem very pleased with it, she suggested some alternative tops with broderie hems and then proceeded around the store, suggesting some Polo shirts or a linen shirt that could be worn either buttoned up or hanging open with a vest under it, pointing to her own style and suggesting that it could be teamed with some shorts or tights. She was very helpful and gave me her undivided attention. After looking at her suggestion and showing interest in some of the products by asking what colours they were available in and what were the prices, I thanked her for her help and suggestions and said I would have a think and return, to which she suggested I did so. I made a gesture of leaving and then started the Town Center conversation, where I enquired about the restaurants and the library.

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Survey Total: 86.67% (650 / 750)