

Mystery Shop Report - October 2008

Cardiff

Your Logo Here

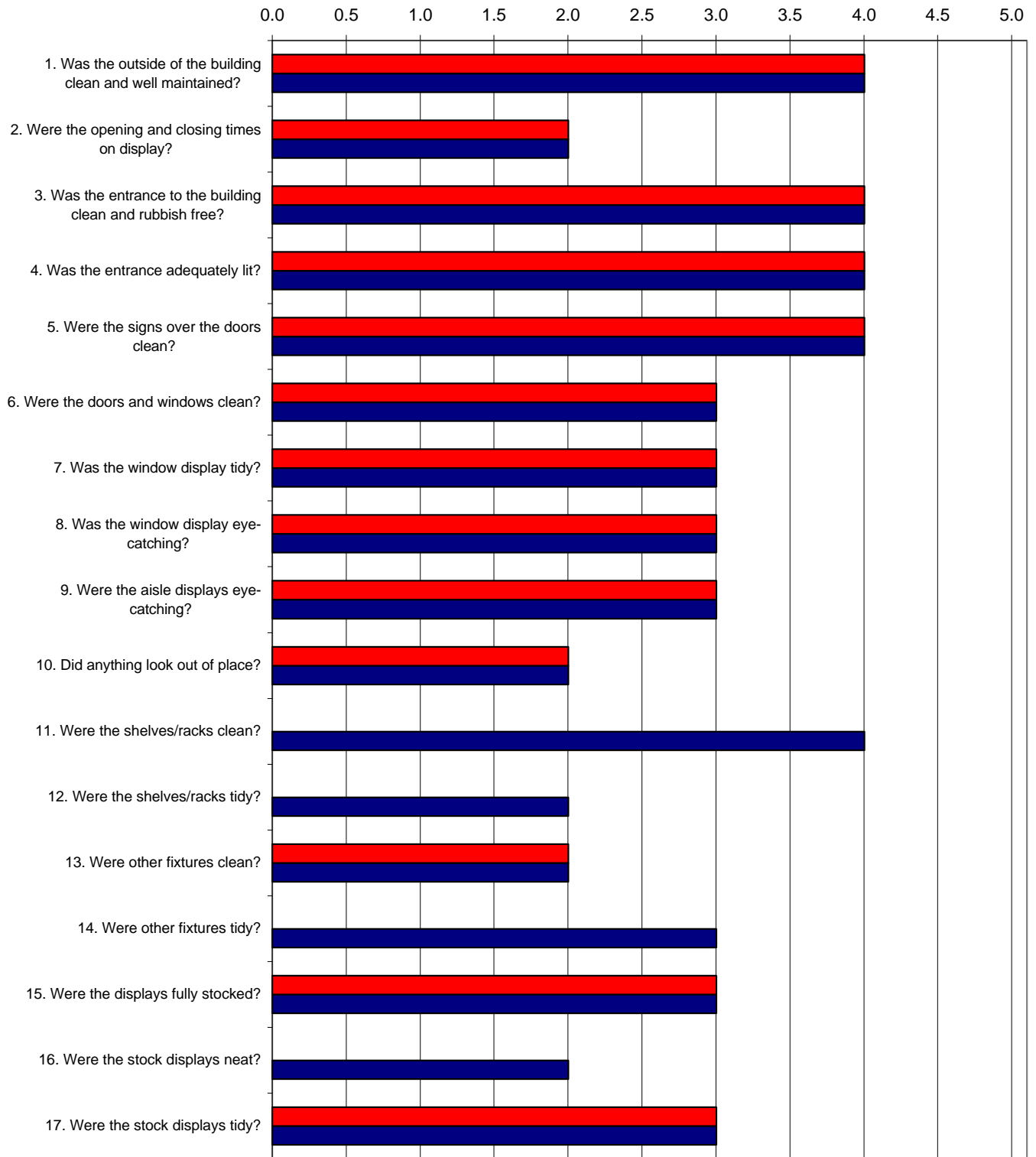
Date of visit: 11/10/2008

No staff on Duty: 3

Approx. customers: 10-20

Arrival time: 1425

No. Tills in Use: 2



■ Cardiff

■ Maximum

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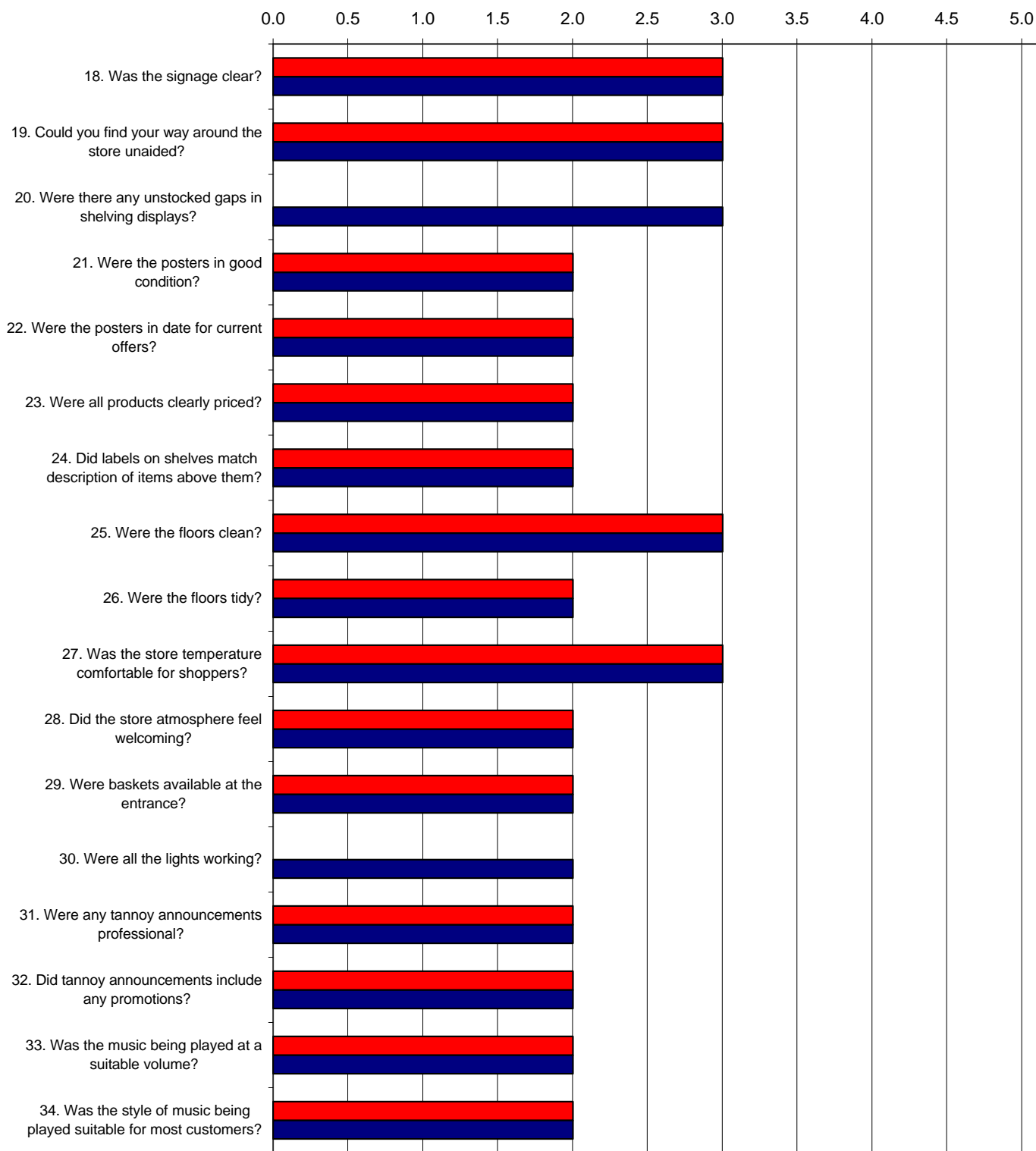
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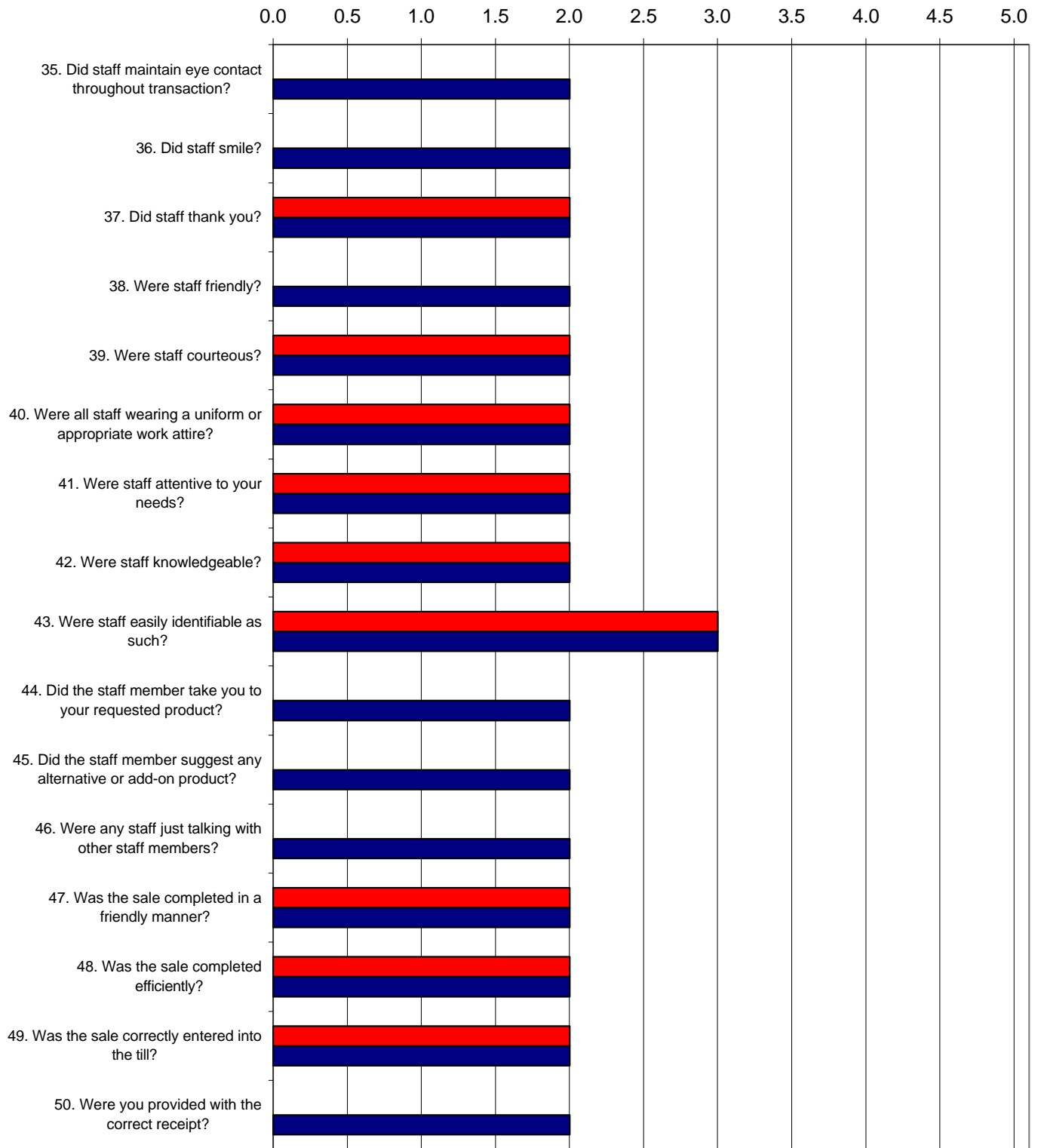
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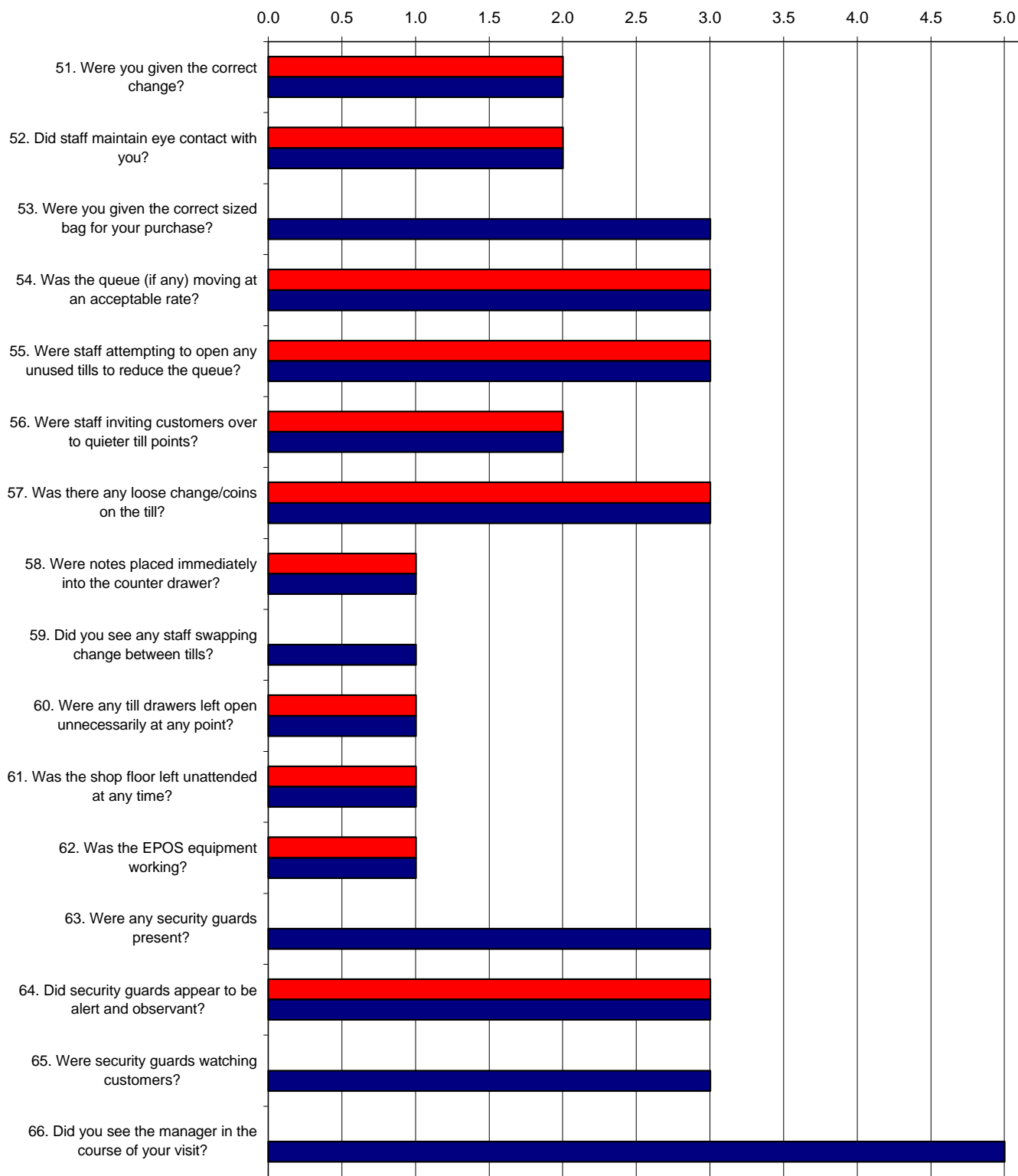
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Comparison of Branch Scores against Maximum Points Achievable		Branch	Maximum Points
Performance Scores on YOUR Criteria			
A: Exterior		18	18
1	Was the outside of the building clean and well maintained?	4	4
2	Were the opening and closing times on display?	2	2
3	Was the entrance to the building clean and rubbish free?	4	4
4	Was the entrance adequately lit?	4	4
5	Were the signs over the doors clean?	4	4
B: Overall Appearance		16	25
6	Were the doors and windows clean?	3	3
7	Was the window display tidy?	3	3
8	Was the window display eye-catching?	3	3
9	Were the displays eye-catching?	3	3
10	Did anything look out of place?	2	2
11	Were the shelves/racks clean?	0	4
12	Were the shelves/racks tidy?	0	2
13	Were other fixtures clean?	2	2
14	Were other fixtures tidy?	0	3
C: Displays, Signs, Stock Posters and Pricing		20	25
15	Were the displays fully stocked?	3	3
16	Were the stock displays neat?	0	2
17	Were the stock displays tidy?	3	3
18	Was the signage clear?	3	3
19	Could you find your way around the store unaided?	3	3
20	Were there any unstocked gaps in shelving displays?	0	3
21	Were the posters in good condition?	2	2
22	Were the posters in date for current offers?	2	2
23	Were all products clearly priced?	2	2
24	Did labels on shelves match description of items above them?	2	2
D: Environment & Facilities		20	22
25	Were the floors clean?	3	3
26	Were the floors tidy?	2	2
27	Was the store temperature comfortable for shoppers?	3	3
28	Did the store atmosphere feel welcoming?	2	2
29	Were baskets available at the entrance?	2	2
30	Were all the lights working?	0	2
31	Were any tannoy announcements professional?	2	2
32	Did tannoy announcements include any promotions?	2	2
33	Was the music being played at a suitable volume?	2	2
34	Was the style of music being played suitable for most customers?	2	2

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Performance Scores on YOUR Criteria			
E: Staff		13	25
35	Did staff maintain eye contact throughout transaction?	0	2
36	Did staff smile?	0	2
37	Did staff thank you?	2	2
38	Were staff friendly?	0	2
39	Were staff courteous?	2	2
40	Were all staff wearing a uniform or appropriate work attire?	2	2
41	Were staff attentive to your needs?	2	2
42	Were staff knowledgeable?	2	2
43	Were staff easily identifiable as such?	3	3
44	Did the staff member take you to your requested product?	0	2
45	Did the staff member suggest any alternative or add-on product?	0	2
46	Were any staff just talking with other staff members?	0	2
F: Point of Sale		10	15
47	Was the sale completed in a friendly manner?	2	2
48	Was the sale completed efficiently?	2	2
49	Was the sale correctly entered into the till?	2	2
50	Were you provided with the correct receipt?	0	2
51	Were you given the correct change?	2	2
52	Did staff maintain eye contact with you?	2	2
53	Were you given the correct sized bag for your purchase?	0	3
G: Till & Shop Floor Procedures		15	16
54	Was the queue (if any) moving at an acceptable rate?	3	3
55	Were staff attempting to open any unused tills to reduce the queue?	3	3
56	Were staff inviting customers over to quieter till points?	2	2
57	Was there any loose change/coins on the till?	3	3
58	Were notes placed immediately into the counter drawer?	1	1
59	Did you see any staff swapping change between tills?	0	1
60	Were any till drawers left open unnecessarily at any point?	1	1
61	Was the shop floor left unattended at any time?	1	1
62	Was the EPOS equipment working?	1	1
H: Security		3	9
63	Were any security guards present?	0	3
64	Did security guards appear to be alert and observant?	3	3
65	Were security guards watching customers?	0	3
I: Management/Return		0	5
66	Did you see the manager in the course of your visit?	0	5
67	Would you visit this store again?	Yes	Yes
Branch Overall Performance		% Achieved	71.9%
		115	160

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Mystery Shopper Narrative

First Impression

The main entrance to the store was clean and free of litter, although one of the doors was difficult to open. There was little in the way of window displays, but the glass was clean. I wouldn't say it looked enticing, but it was reasonably well-presented and clearly-signed once I entered the store.

Aisles

All aisles were free from trolleys and boxes (and staff!). I was looking for an electric toaster so I had to follow the signs to the correct department.

Stock Levels

Nearly every display was most or completely filled with stock. There were one or two items that were empty with an "out of stock" sign in place.

Promotional Displays

All displays were clear and well-presented, with requisite posters and price boards.

Lighting

The lighting was more than adequate. Quite subtle in some parts of the store. There was one fluorescent tube not working in the confectionery department.

Price Boards

Most products had price tabs and boards next to the display. One or two were out of line on the sweet counter, and some were missing in the kitchenware section.

Staff Appearance

There were three members of staff having a conversation in the corner of the store next to the CD/DVD/Video department. All staff were wearing uniforms. Most of them looked as if they were "going through the motions". Certainly, none of those with whom I spoke were particularly enthusiastic.

Staff Enquiry Handling

I enquired about 3 of the toasters that were on display. The assistant, Jenny, was fairly pleasant and courteous, but did not seem to be very knowledgeable about these products. She asked her colleague, Sue to come and explain.

Sales Technique

Sue was very good on toasters. She did try to sell me the middle-of-the-range toaster but I said I was "shopping around". She also asked me if there was anything else I was interested in. A most helpful employee.

Cashier & Point of Sale

My purchase was a pair of socks. There was a very long queue as it was a reasonably busy time, but not really enough till points open in the whole store.

Overall impression

The store was generally welcoming and well laid-out. The staff were reasonably enthusiastic when asked, especially Sue, but did not have a "buzz" about them.

Would you recommend to a friend

Yes, I think I probably would do.

Would you visit again?

Yes, when I am next in Cardiff