

# Mystery Shop Report - January 2012

**Gloucester**

**55.0%**

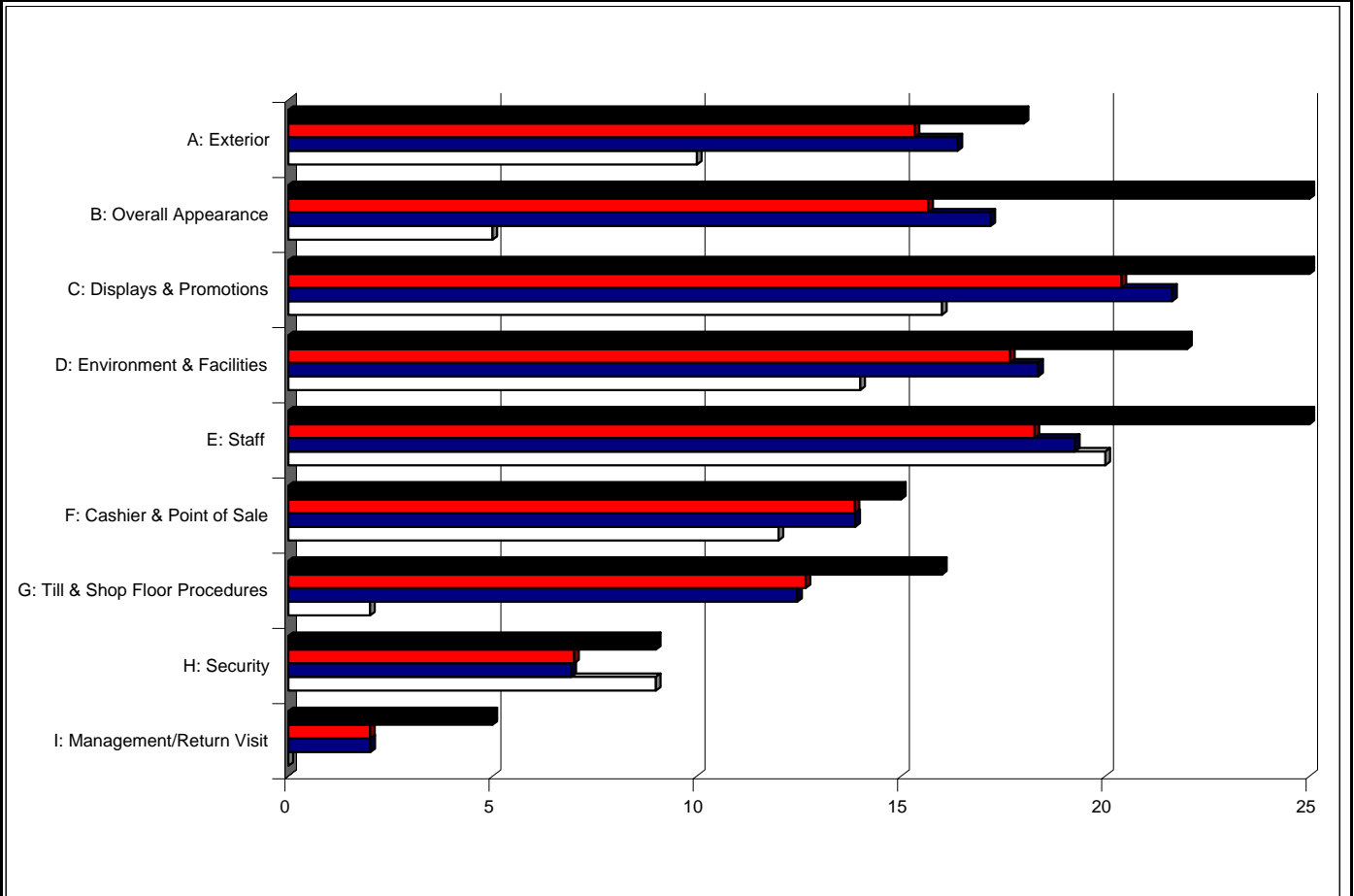
*Your Logo Here*

Date of visit: 03/1/2012      No staff on Duty: 2      Approx. customers: 101-120  
 Arrival time: 19:10      No. Tills in Use: 2

## Branch Report Illustration - Comparison of Branch Scores, National and Regional Averages against Maximum Points Achievable - With Comments

Branch	National Average	Region Average Central South	Maximum Points
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### Performance Scores on YOUR Criteria



<b>A: Exterior</b>	<b>55.6%</b>	<b>10.0</b>	<b>16.4</b>	<b>15.3</b>	<b>18</b>
<b>B: Overall Appearance</b>	<b>20.0%</b>	<b>5.0</b>	<b>17.2</b>	<b>15.7</b>	<b>25</b>
<b>C: Displays &amp; Promotions</b>	<b>64.0%</b>	<b>16.0</b>	<b>21.6</b>	<b>20.4</b>	<b>25</b>
<b>D: Environment &amp; Facilities</b>	<b>63.6%</b>	<b>14.0</b>	<b>18.4</b>	<b>17.7</b>	<b>22</b>
<b>E: Staff</b>	<b>80.0%</b>	<b>20.0</b>	<b>19.3</b>	<b>18.3</b>	<b>25</b>
<b>F: Cashier &amp; Point of Sale</b>	<b>80.0%</b>	<b>12.0</b>	<b>13.9</b>	<b>13.9</b>	<b>15</b>
<b>G: Till &amp; Shop Floor Procedures</b>	<b>12.5%</b>	<b>2.0</b>	<b>12.5</b>	<b>12.7</b>	<b>16</b>
<b>H: Security</b>	<b>100.0%</b>	<b>9.0</b>	<b>6.9</b>	<b>7.0</b>	<b>9</b>
<b>I: Management/Return Visit</b>	<b>0.0%</b>	<b>0.0</b>	<b>2.0</b>	<b>2.0</b>	<b>5</b>
<b>Total</b>	<b>55.0%</b>	<b>88.0</b>	<b>128.1</b>	<b>122.9</b>	<b>160</b>

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### Performance Scores on YOUR Criteria

#### A: Exterior - First Impression

There was some litter by the entrance and the windows and exterior livery were a bit grimy. The window display was a bit drab really. Once inside, everything was clearly marked and laid out. However I noticed dust on the shelves and some of the displays which was off-putting.

A: Exterior	10.0	16.4	15.3	18
1 Was the outside of the building clean and well maintained?	4	3.6	3.5	4
2 Were the opening and closing times on display?	2	1.8	1.5	2
3 Was the entrance to the building clean and rubbish free?	0	3.5	3.5	4
4 Was the entrance adequately lit?	4	4.1	4.0	4
5 Were the signs over the doors clean?	0	3.5	2.9	4

#### B: Overall Appearance - Aisles

Everything was well laid out. The signs and promotions were clearly marked, the aisles were free-flowing and the floors were clean.

B: Overall Appearance	5.0	17.2	15.7	25
6 Were the doors and windows clean?	0	2.8	2.8	3
7 Was the window display tidy?	0	2.7	2.8	3
8 Was the window display eye-catching?	0	2.7	2.4	3
9 Were the displays eye-catching?	3	2.8	2.8	3
10 Did anything look out of place?	0	1.2	1.1	2
11 Were the shelves/racks clean?	0	1.1	0.3	4
12 Were the shelves/racks tidy?	2	1.6	1.5	2
13 Were other fixtures clean?	0	1.5	1.5	2
14 Were other fixtures tidy?	0	0.7	0.6	3

#### B: Overall Appearance - Stock Levels

Most of the shelves were fully stocked. There was one section in the clothing part of the store where stock was being transferred from one area to another, but no staff were around.

C: Displays & Promotions	16.0	21.6	20.4	25
15 Were the displays fully stocked?	0	1.9	2.0	3
16 Were the stock displays neat?	2	1.7	1.6	2
17 Were the stock displays tidy?	3	2.8	2.6	3
18 Was the signage clear?	0	2.6	2.2	3
19 Could you find your way around the store unaided?	0	2.5	2.4	3
20 Were there any unstocked gaps in shelving displays?	3	2.6	2.4	3
21 Were the posters in good condition?	2	2.0	1.9	2
22 Were the posters in date for current offers?	2	1.7	1.5	2
23 Were all products clearly priced?	2	1.9	2.0	2
24 Did labels on shelves match description of items above them?	2	1.9	1.9	2

#### C: Displays & Promotions - Price Boards & Offers

The layout of the store was a little confusing and needed more signs. Once in the appropriate department the promotions were clear and eye-catching. One item had sold out though. The price boards that were there were in the right place, and were attractive.

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#### D: Environment & Facilities - Lighting & Cleanliness

The lights were very bright. Perhaps a little too bright in some places. However, this is better than not enough light. It would have been brighter still but 3 lights were not working properly. Baskets were distributed at intervals around the shop but none by the entrance, which could be confusing for first-time visitors.

D: Environment & Facilities		14.0	18.4	17.7	22
25	Were the floors clean?	3	2.7	2.8	3
26	Were the floors tidy?	0	1.7	1.7	2
27	Was the store temperature comfortable for shoppers?	3	2.7	2.6	3
28	Did the store atmosphere feel welcoming?	0	1.9	1.7	2
29	Were baskets available at the entrance?	0	1.4	1.2	2
30	Were all the lights working?	0	0.7	0.4	2
31	Were any tannoy announcements professional?	2	1.7	1.6	2
32	Did tannoy announcements include any promotions?	2	1.8	1.9	2
33	Was the music being played at a suitable volume?	2	2.0	2.0	2
34	Was the style of music being played suitable for most customers?	2	1.7	1.7	2

#### D: Environment & Facilities - Atmosphere

Some un-stacked stock was on the floor in one aisle with nobody around. The music was quiet and a little indistinct, I felt it would have been a more welcoming atmosphere if the volume had been higher, but it is better than silence and was not distracting in any way. One tannoy announcement lasted about 10 seconds with a special offer.

#### E: Staff - Personal Appearance

The staff in this branch looked quite respectable. The only one who looked a little below standard was, coincidentally, the one without a name badge on. She was polite enough though. She had long blonde hair and glasses.

E: Staff		20.0	19.3	18.3	25
35	Did staff maintain eye contact throughout transaction?	2	1.8	1.7	2
36	Did staff smile?	2	1.7	1.5	2
37	Did staff thank you?	2	2.0	2.0	2
38	Were staff friendly?	2	1.5	1.5	2
39	Were staff courteous?	2	1.6	1.5	2
40	Were all staff wearing a uniform or appropriate work attire?	2	1.9	1.7	2
41	Were staff attentive to your needs?	2	1.9	1.9	2
42	Were staff knowledgeable?	2	1.8	1.9	2
43	Were staff easily identifiable as such?	0	1.4	1.6	3
44	Did the staff member take you to your requested product?	0	1.0	0.7	2
45	Did the staff member suggest any alternative or add-on product?	2	1.4	1.3	2
46	Were any staff just talking with other staff members?	2	1.2	1.1	2

#### E: Staff - Enquiry Handling

Roger was courteous although a little uncertain on one or two features. He pointed out the display and asked me to call him over if I wanted more information. He was wearing a suit and seemed a bit distracted by his walkie-talkie, which was how I knew he was a member of staff until I was close enough to see his name badge.

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F: Cashier & Point of Sale		12.0	13.9	13.9	15
47	Was the sale completed in a friendly manner?	2	2.0	2.0	2
48	Was the sale completed efficiently?	2	2.0	2.0	2
49	Was the sale correctly entered into the till?	2	2.0	2.0	2
50	Were you provided with the correct receipt?	2	1.5	1.7	2
51	Were you given the correct change?	2	1.9	1.9	2
52	Did staff make eye contact with you?	2	1.9	1.9	2
53	Were you given the correct sized bag for your purchase?	0	2.5	2.4	3

### F: Cashier & Point of Sale - Comments

The tills were getting rather busy and an extra one was opened whilst I was queuing. This did little to speed things up though as the queue I was in had to move across when that till closed shortly afterwards. I was given a very large bag for my fairly small items.

G: Till & Shop Floor Procedures		2.0	12.5	12.7	16
54	Was the queue (if any) moving at an acceptable rate?	0	1.7	2.0	3
55	Were staff attempting to open any unused tills to reduce the queue?	0	2.1	2.2	3
56	Were staff inviting customers over to quieter till points?	0	1.5	1.5	2
57	Was there any loose change/coins on the till?	0	2.6	2.4	3
58	Were notes placed immediately into the counter drawer?	0	0.8	0.9	1
59	Did you see any staff swapping change between tills?	1	1.0	0.9	1
60	Were any till drawers left open unnecessarily at any point?	0	0.9	0.9	1
61	Was the shop floor left unattended at any time?	1	1.0	1.0	1
62	Was the EPOS equipment working?	0	0.9	0.9	1

### G: Till & Shop Floor Procedures - Sales Technique

There were no enough tills open and no staff around to deal with the queue. The PDQ machine at one was out of order. Another till was left open while the member of staff operating it went to pick something up from the floor.

H: Security		9.0	6.9	7.0	9
63	Were any security guards present?	3	2.1	2.0	3
64	Did security guards appear to be alert and observant?	3	2.7	2.8	3
65	Were security guards watching customers?	3	2.1	2.2	3

### I: Management/Return Visit

		0.0	2.0	2.0	5
66	Did you see the manager in the course of your visit?	0	2.0	2.0	5
67	Would you visit this store again?	No	0.0	0.0	Yes

Branch Overall Performance	55.0%	80.1%	76.8%	100.0%
% Achieved	88.0	128.1	122.9	160

### Mystery Shopper Narrative

#### Overall impression

The store felt a bit as though it took customers for granted, with the exception of Roger, who certainly improved the experience.

#### Would you recommend to a friend?

No. The staff needed more focus.

#### Would you visit again?

Only if there was a special offer or for some other particular reason.