

# Mystery Shop Report - October 2008

**Gloucester**

*Your Logo Here*

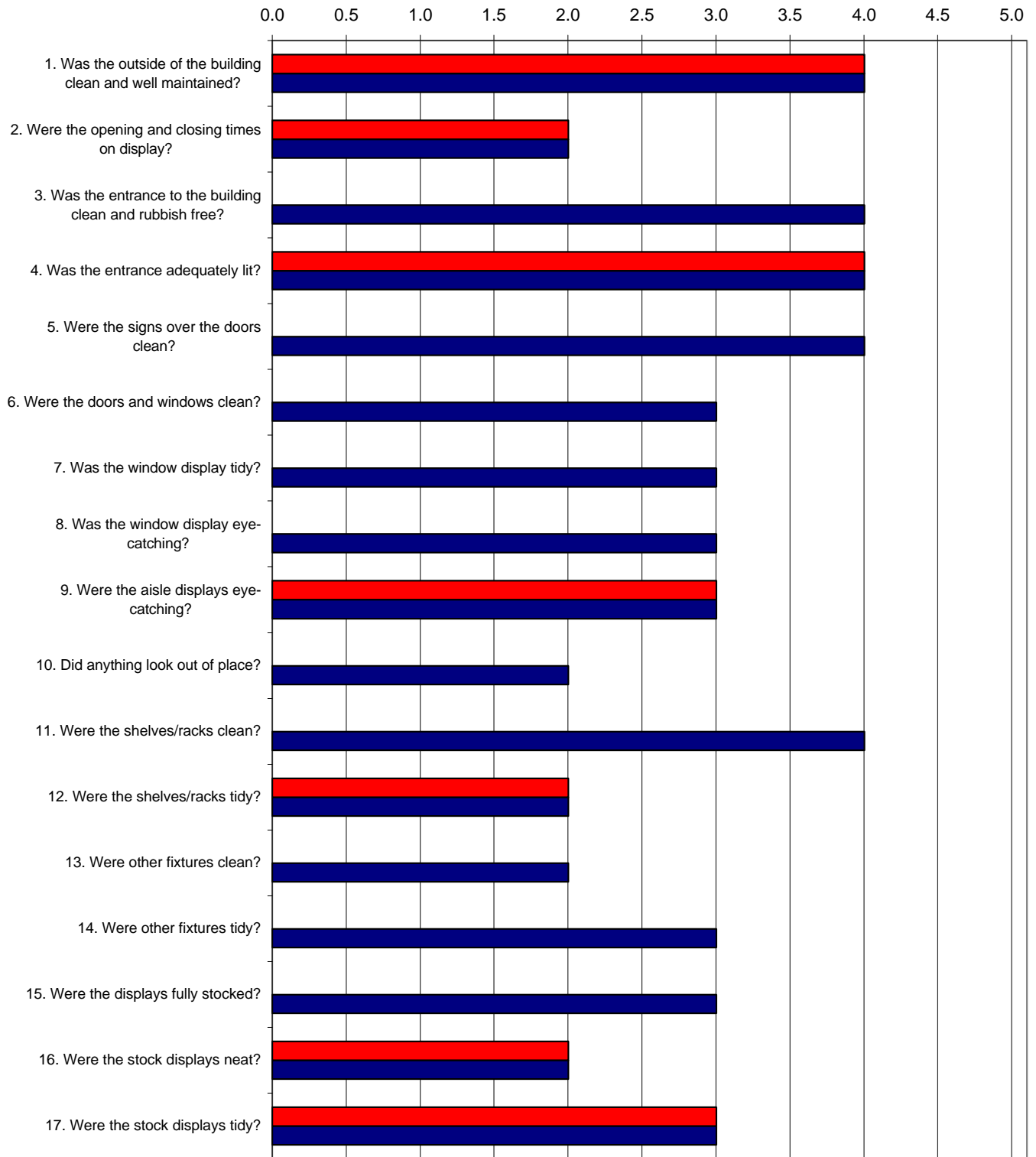
Date of visit: 11/10/2008

No staff on Duty: 7

Approx. customers: 21-40

Arrival time: 915

No. Tills in Use: 1



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■ Maximum

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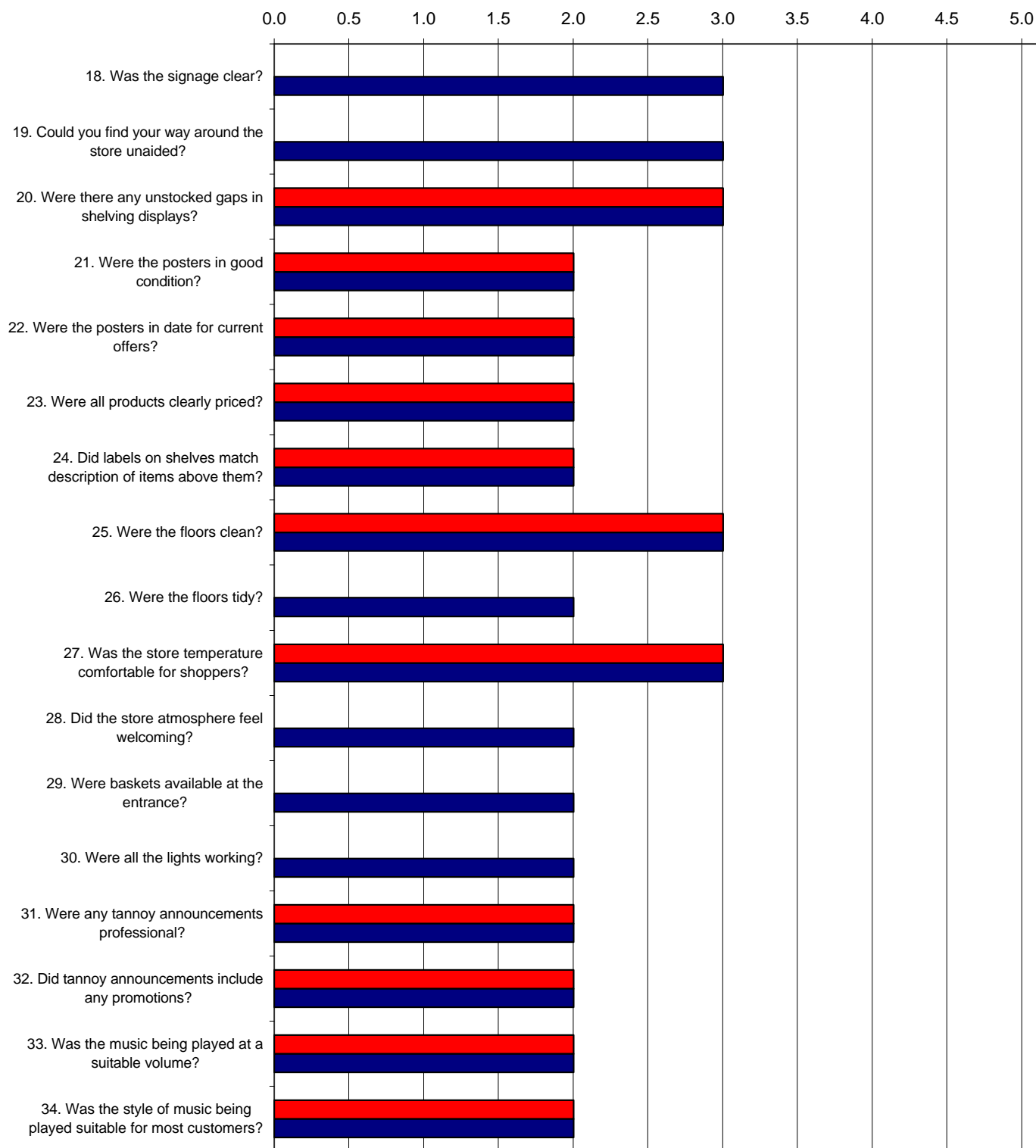
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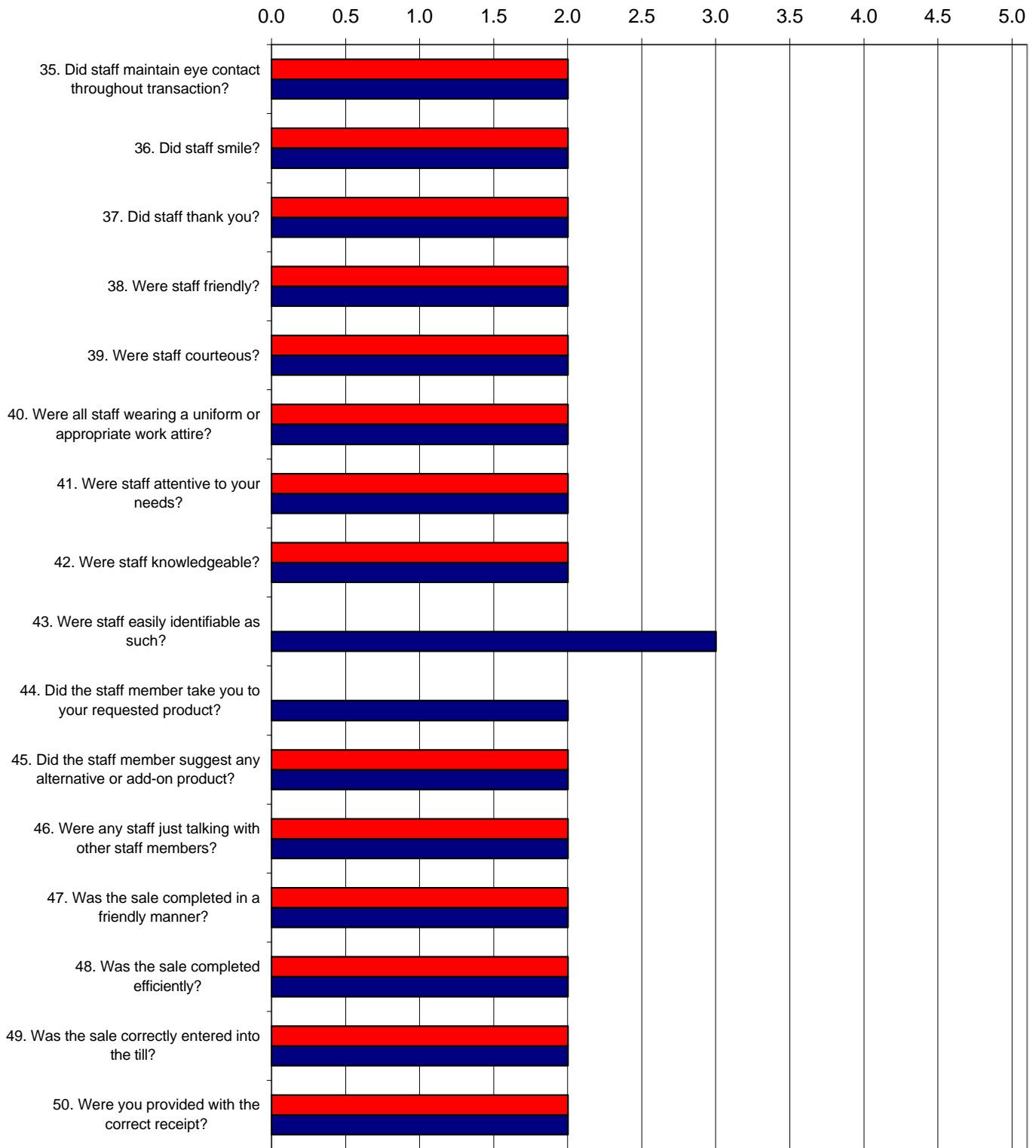
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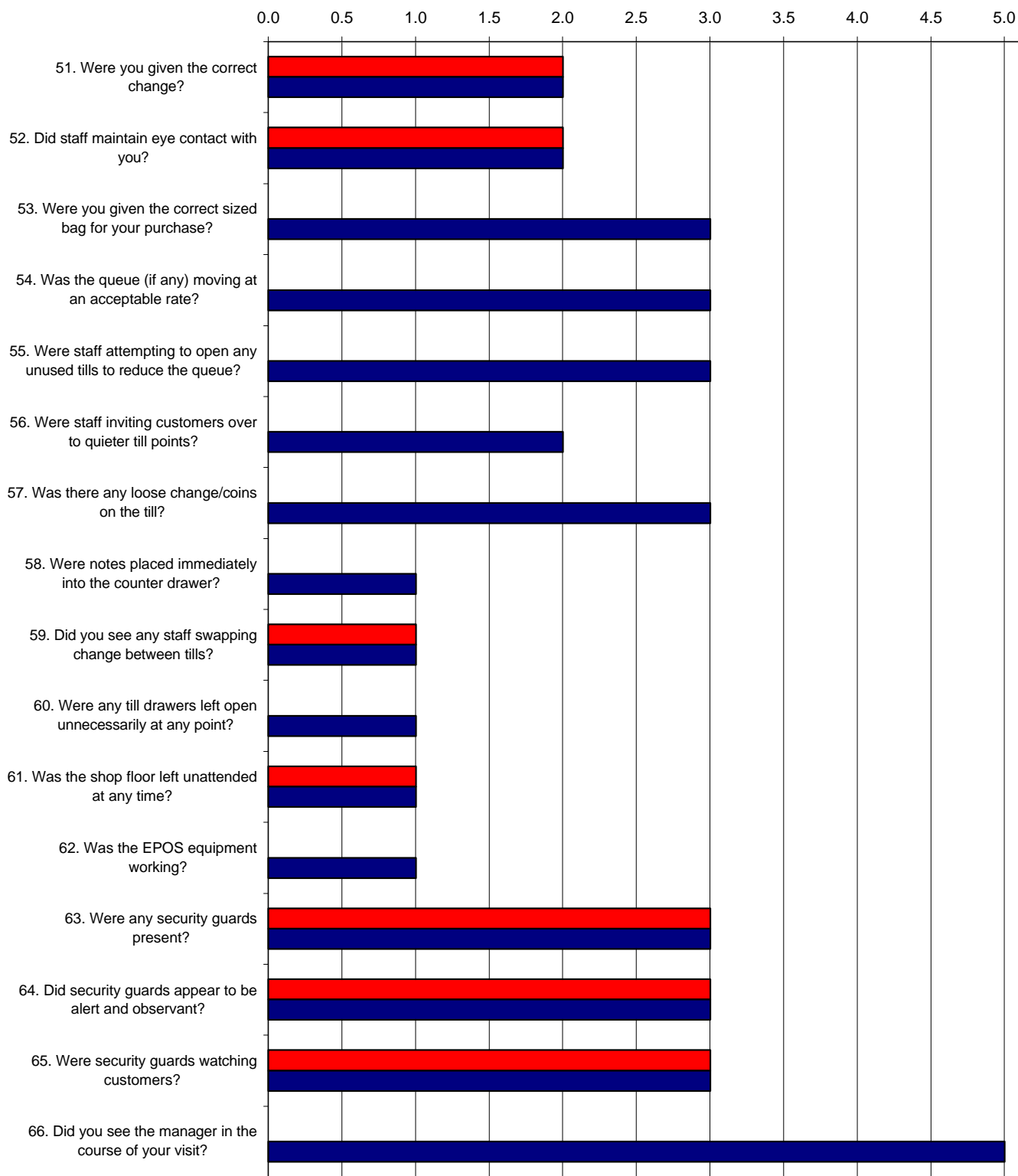
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Comparison of Branch Scores against Maximum Points Achievable		Branch	Maximum Points
<b>Performance Scores on YOUR Criteria</b>			
<b>A: Exterior</b>		<b>10</b>	<b>18</b>
1	Was the outside of the building clean and well maintained?	4	4
2	Were the opening and closing times on display?	2	2
3	Was the entrance to the building clean and rubbish free?	0	4
4	Was the entrance adequately lit?	4	4
5	Were the signs over the doors clean?	0	4
<b>B: Overall Appearance</b>		<b>5</b>	<b>25</b>
6	Were the doors and windows clean?	0	3
7	Was the window display tidy?	0	3
8	Was the window display eye-catching?	0	3
9	Were the displays eye-catching?	3	3
10	Did anything look out of place?	0	2
11	Were the shelves/racks clean?	0	4
12	Were the shelves/racks tidy?	2	2
13	Were other fixtures clean?	0	2
14	Were other fixtures tidy?	0	3
<b>C: Displays, Signs, Stock Posters and Pricing</b>		<b>16</b>	<b>25</b>
15	Were the displays fully stocked?	0	3
16	Were the stock displays neat?	2	2
17	Were the stock displays tidy?	3	3
18	Was the signage clear?	0	3
19	Could you find your way around the store unaided?	0	3
20	Were there any unstocked gaps in shelving displays?	3	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
<b>D: Environment &amp; Facilities</b>		<b>14</b>	<b>22</b>
25	Were the floors clean?	3	3
26	Were the floors tidy?	0	2
27	Was the store temperature comfortable for shoppers?	3	3
28	Did the store atmosphere feel welcoming?	0	2
29	Were baskets available at the entrance?	0	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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<b>Performance Scores on YOUR Criteria</b>			
<b>E: Staff</b>		<b>20</b>	<b>25</b>
35	Did staff maintain eye contact throughout transaction?	2	2
36	Did staff smile?	2	2
37	Did staff thank you?	2	2
38	Were staff friendly?	2	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?	0	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?	2	2
46	Were any staff just talking with other staff members?	2	2
<b>F: Point of Sale</b>		<b>12</b>	<b>15</b>
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?	2	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
<b>G: Till &amp; Shop Floor Procedures</b>		<b>2</b>	<b>16</b>
54	Was the queue (if any) moving at an acceptable rate?	0	3
55	Were staff attempting to open any unused tills to reduce the queue?	0	3
56	Were staff inviting customers over to quieter till points?	0	2
57	Was there any loose change/coins on the till?	0	3
58	Were notes placed immediately into the counter drawer?	0	1
59	Did you see any staff swapping change between tills?	1	1
60	Were any till drawers left open unnecessarily at any point?	0	1
61	Was the shop floor left unattended at any time?	1	1
62	Was the EPOS equipment working?	0	1
<b>H: Security</b>		<b>9</b>	<b>9</b>
63	Were any security guards present?	3	3
64	Did security guards appear to be alert and observant?	3	3
65	Were security guards watching customers?	3	3
<b>I: Management/Return</b>		<b>0</b>	<b>5</b>
66	Did you see the manager in the course of your visit?	0	5
67	Would you visit this store again?	Yes	Yes
<b>Branch Overall Performance</b>		<b>% Achieved</b>	<b>55.0%</b>
		<b>88</b>	<b>160</b>

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## Mystery Shopper Narrative

### First Impression

The windows were a bit grimy and the door did not open or shut easily. Once inside, everything was clearly marked and laid out. It was a fairly welcoming atmosphere despite the slightly less than promising windows and doors.

### Aisles

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

### 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.

### Promotional Displays

All promotions were clear and it was easy to understand where the products were located to which they related.

### Lighting

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.

### Price Boards

The price boards that were there were in the right place, and were attractive.

### Staff 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.

### Staff Enquiry Handling

On the whole the enquiry-handling was pretty good. Roger was courteous although a little uncertain on one or two features.

### Sales Technique

Roger did ask for the order, but needs a little more conviction to make it effective.

### Cashier & Point of Sale

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.

### Overall impression

The store felt a bit as though it took customers for granted, with the exception of Roger, who certainly improved the experience, despite an apparent lack of self-confidence.

### 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.