

# Mystery Shop Report - October 2008

**Oxford**

*Your Logo Here*

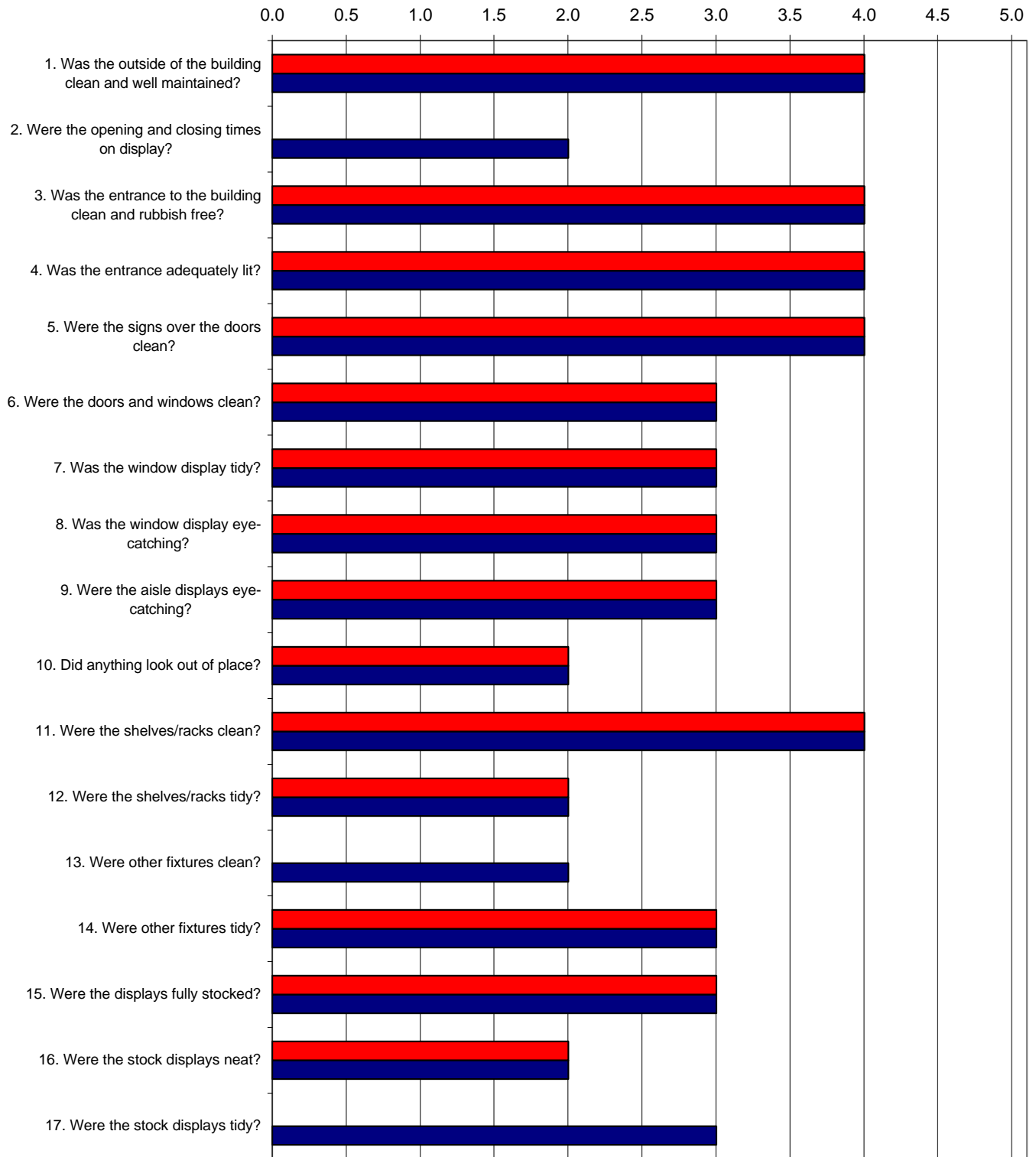
Date of visit: 03/10/2008

No staff on Duty: 6

Approx. customers: 61-80

Arrival time: 1025

No. Tills in Use: 3



■ Oxford

■ Maximum

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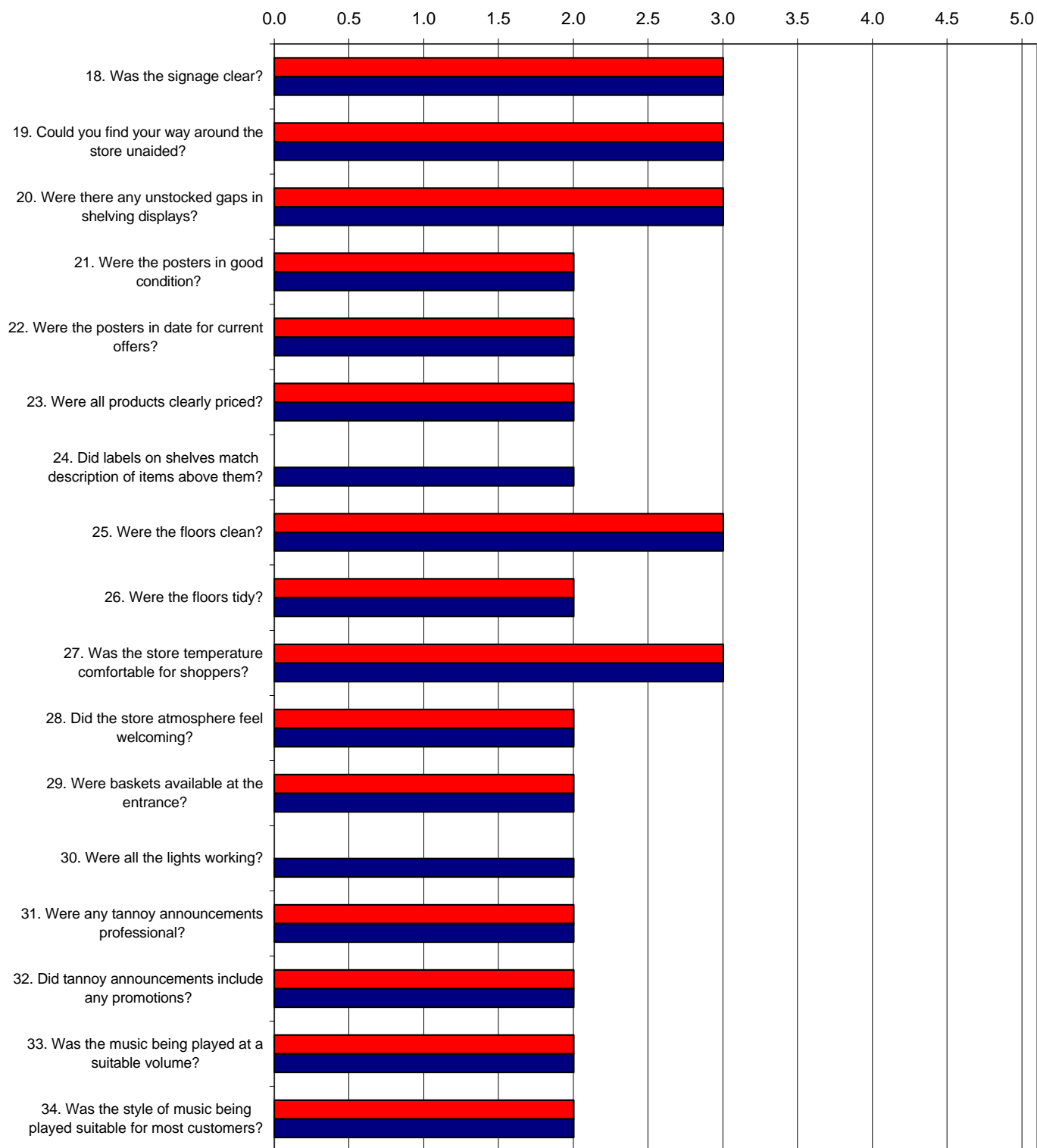
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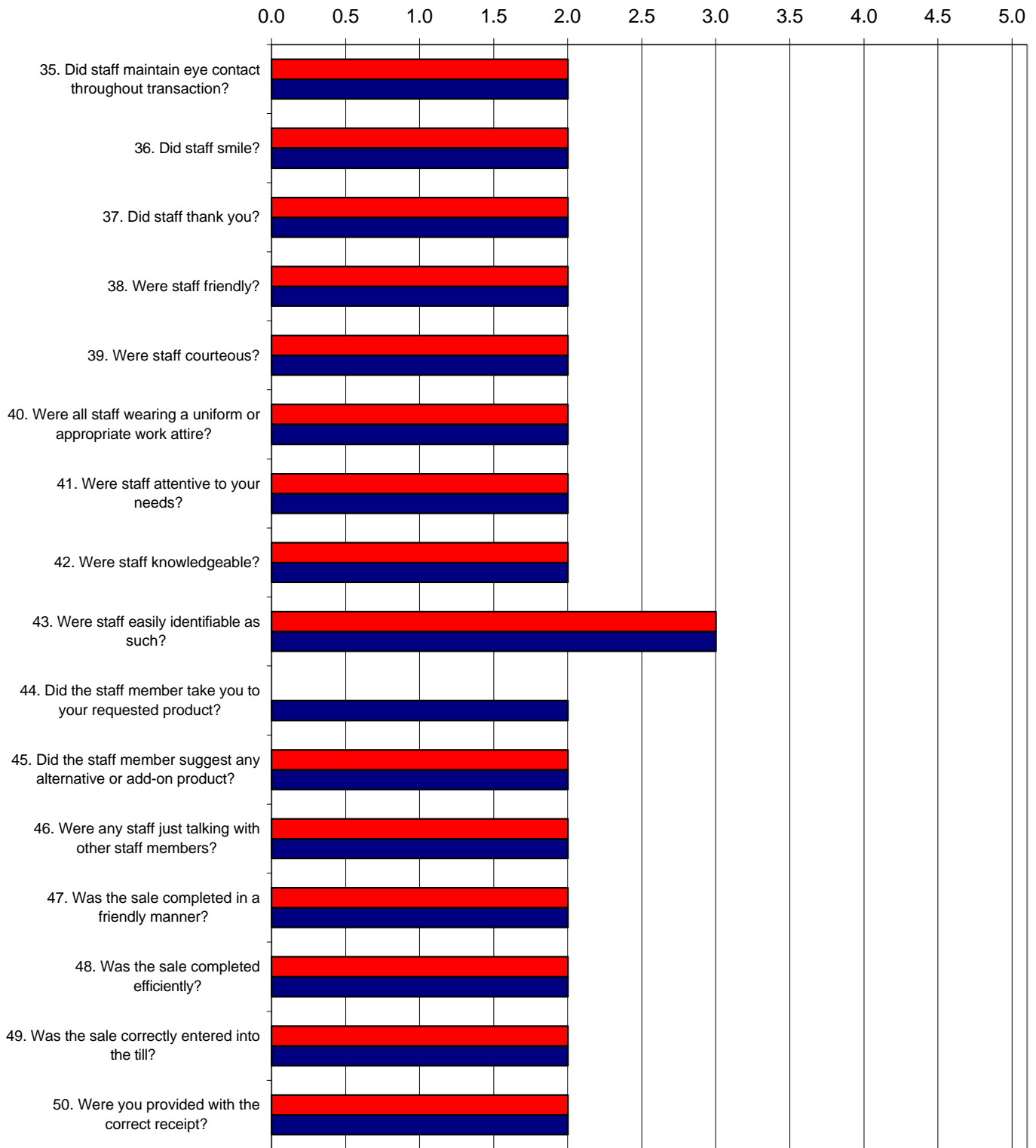
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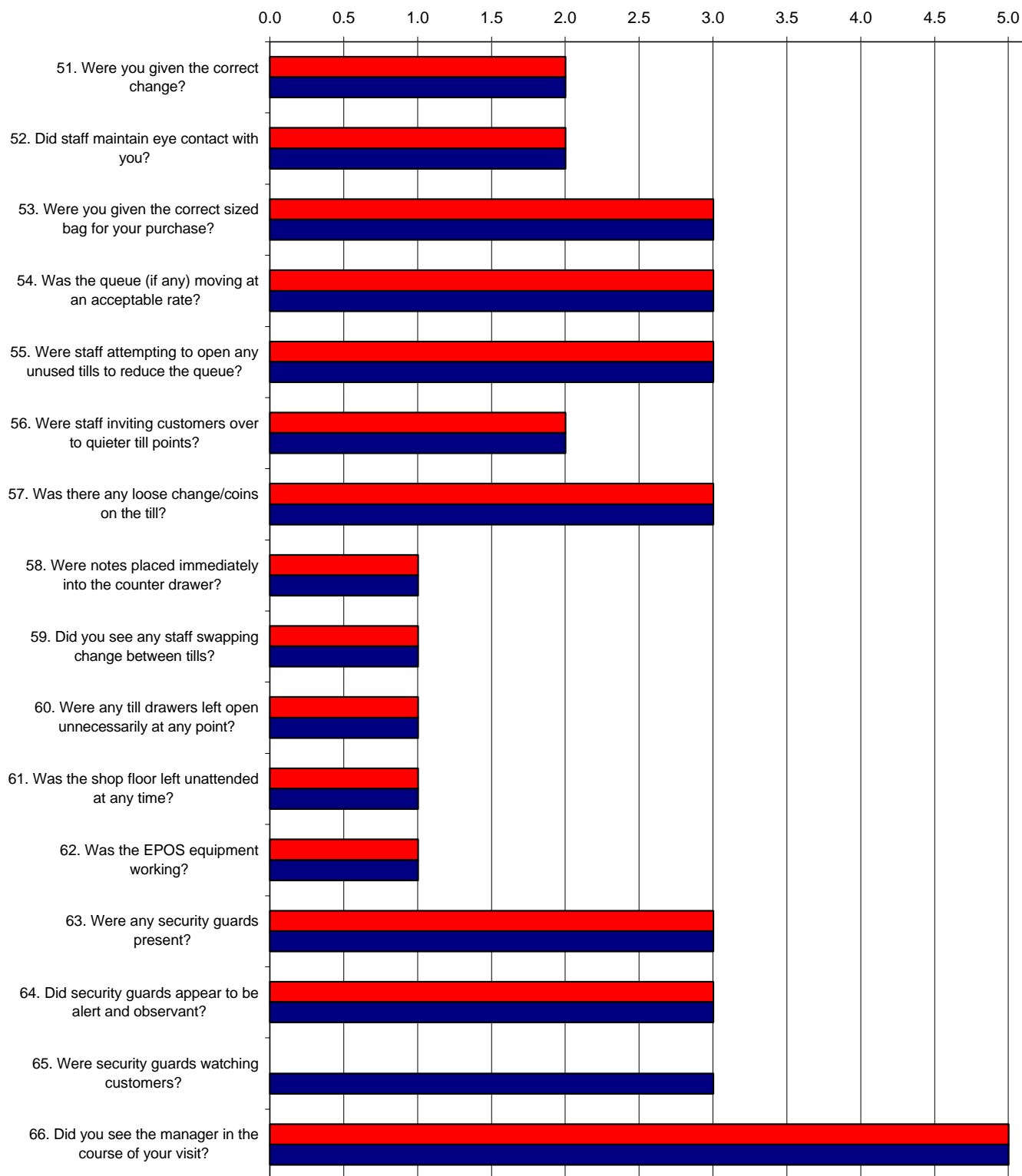
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Comparison of Branch Scores against Maximum Points Achievable		Branch	Maximum Points
<b>Performance Scores on YOUR Criteria</b>			
<b>A: Exterior</b>		<b>16</b>	<b>18</b>
1	Was the outside of the building clean and well maintained?	4	4
2	Were the opening and closing times on display?	0	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>B: Overall Appearance</b>		<b>23</b>	<b>25</b>
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?	4	4
12	Were the shelves/racks tidy?	2	2
13	Were other fixtures clean?	0	2
14	Were other fixtures tidy?	3	3
<b>C: Displays, Signs, Stock Posters and Pricing</b>		<b>20</b>	<b>25</b>
15	Were the displays fully stocked?	3	3
16	Were the stock displays neat?	2	2
17	Were the stock displays tidy?	0	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?	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?	0	2
<b>D: Environment &amp; Facilities</b>		<b>20</b>	<b>22</b>
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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<b>Performance Scores on YOUR Criteria</b>			
<b>E: Staff</b>		<b>23</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?	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?	2	2
46	Were any staff just talking with other staff members?	2	2
<b>F: Point of Sale</b>		<b>15</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?	3	3
<b>G: Till &amp; Shop Floor Procedures</b>		<b>16</b>	<b>16</b>
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?	1	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
<b>H: Security</b>		<b>6</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?	0	3
<b>I: Management/Return</b>		<b>5</b>	<b>5</b>
66	Did you see the manager in the course of your visit?	5	5
67	Would you visit this store again?	Yes	Yes
<b>Branch Overall Performance</b>		<b>% Achieved</b>	<b>90.0%</b>
		<b>144</b>	<b>160</b>

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## Mystery Shopper Narrative

### First Impression

The main entrance to the store was inviting because of the effective lighting and attractive displays.

### Aisles

The aisles were a little cramped and narrow. As the store was reasonably busy for it's size it was difficult to move freely within the premises.

### Stock Levels

The stock levels were adequate. I did not notice a single empty display. One or two were running a bit low, but two members of staff were filling the shelves.

### Promotional Displays

Only one promotion was to be found within the store and that was in a different department from the products that it featured.

### Lighting

Several spotlight bulbs were in need of replacement. This spoilt the otherwise quite eye-catching highlighting effect achieved in many other parts of the shop

### Price Boards

Most price boards were there but some were mis-aligned and one or two were missing.

### Staff Appearance

The staff were immaculate. All of the staff were quite smartly presented - they had clean uniforms and neat hair, with minimum jewellery and shiny shoes. Everybody looked as though they took pride in their appearance.

### Staff Enquiry Handling

None of the staff in this branch seemed at all interested in trying to sell anything. They were well presented but with little gumption to go out and get the sale.

### Sales Technique

Several buying signals were ignored by Helen and by John. There were a few ways they could have handled my enquiry more effectively and these courses of action just did not appear to occur to them.

### Cashier & Point of Sale

I purchased a pair of shoelaces and a writing pad. No-one asked if I would like some envelopes or stamps to go with the writing pad. The cashier, June, was a little bit hurried, as there was a queue starting to build up. She was efficient and very polite though.

### Overall impression

The store itself is attractive and the staff pleasant enough. However, the cramped conditions and the lack of in-depth product knowledge on the part of the staff let the side down somewhat.

### Would you recommend to a friend

Yes, certainly.

### Would you visit again?

Yes. Absolutely no doubt about it.