

Mystery Shop Report - January 2012

Reading

71.3%

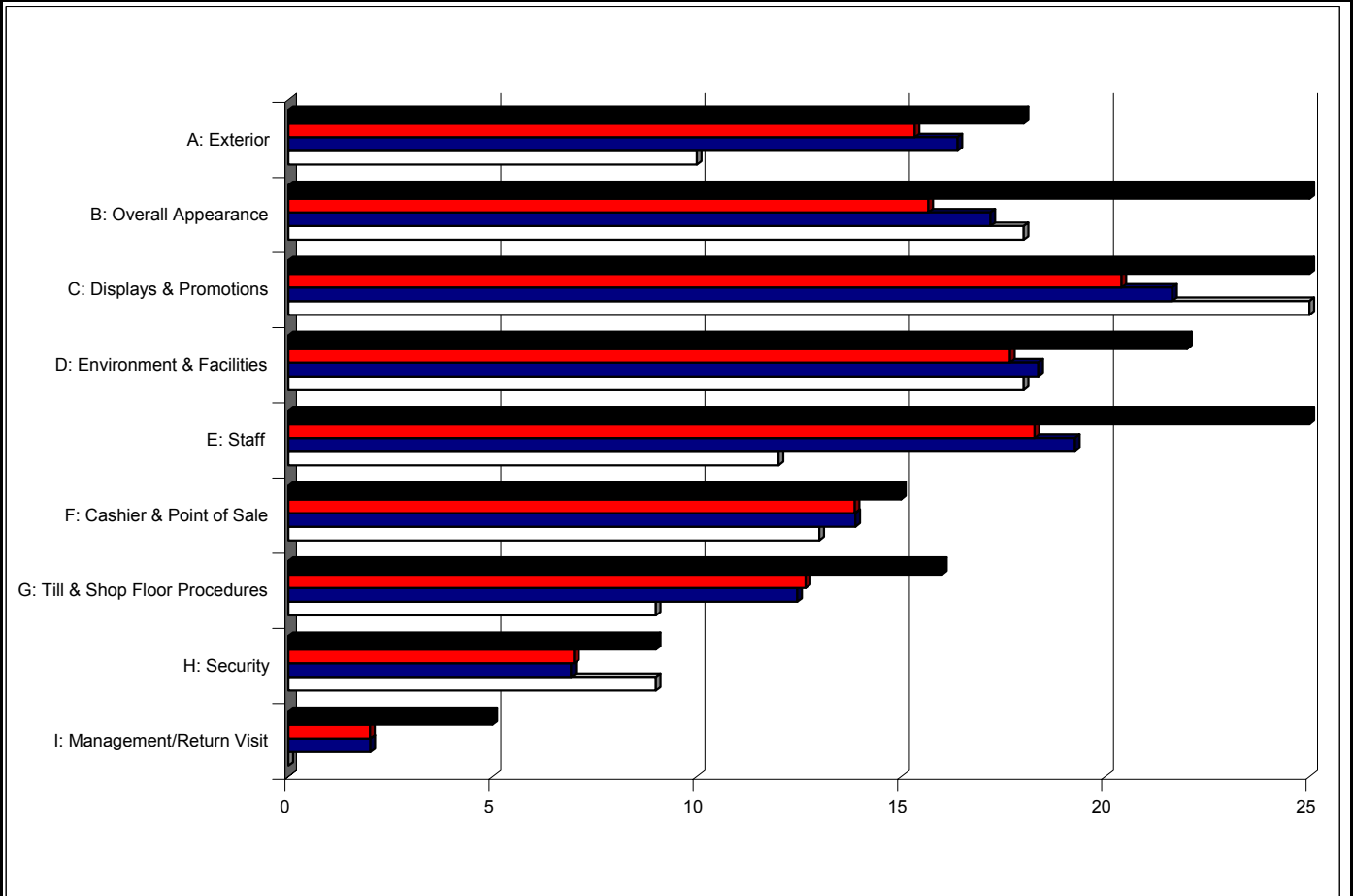
Your Logo Here

Date of visit: 10/1/2012 No staff on Duty: 5 Approx. customers: 61-80
 Arrival time: 19.52 No. Tills in Use: 3

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 |
|--------|------------------|------------------------------|----------------|
|--------|------------------|------------------------------|----------------|

Performance Scores on YOUR Criteria



| | | | | | |
|--------------------------------------------|---------------|--------------|--------------|--------------|------------|
| A: Exterior | 55.6% | 10.0 | 16.4 | 15.3 | 18 |
| B: Overall Appearance | 72.0% | 18.0 | 17.2 | 15.7 | 25 |
| C: Displays & Promotions | 100.0% | 25.0 | 21.6 | 20.4 | 25 |
| D: Environment & Facilities | 81.8% | 18.0 | 18.4 | 17.7 | 22 |
| E: Staff | 48.0% | 12.0 | 19.3 | 18.3 | 25 |
| F: Cashier & Point of Sale | 86.7% | 13.0 | 13.9 | 13.9 | 15 |
| G: Till & Shop Floor Procedures | 56.3% | 9.0 | 12.5 | 12.7 | 16 |
| H: Security | 100.0% | 9.0 | 6.9 | 7.0 | 9 |
| I: Management/Return Visit | 0.0% | 0.0 | 2.0 | 2.0 | 5 |
| Total | 71.3% | 114.0 | 128.1 | 122.9 | 160 |

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Performance Scores on YOUR Criteria

A: Exterior - First Impression

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

| A: Exterior | 10.0 | 16.4 | 15.3 | 18 | |
|-------------|------------------------------------------------------------|------|------|-----|---|
| 1 | Was the outside of the building clean and well maintained? | 0 | 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? | 4 | 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

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.

| B: Overall Appearance | 18.0 | 17.2 | 15.7 | 25 | |
|-----------------------|--------------------------------------|------|------|-----|---|
| 6 | Were the doors and windows clean? | 3 | 2.8 | 2.8 | 3 |
| 7 | Was the window display tidy? | 3 | 2.7 | 2.8 | 3 |
| 8 | Was the window display eye-catching? | 3 | 2.7 | 2.4 | 3 |
| 9 | Were the displays eye-catching? | 3 | 2.8 | 2.8 | 3 |
| 10 | Did anything look out of place? | 2 | 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? | 2 | 1.5 | 1.5 | 2 |
| 14 | Were other fixtures tidy? | 0 | 0.7 | 0.6 | 3 |

B: Overall Appearance - 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. One of these had some screwed up bubble wrap in it which looked untidy. There was also a panel missing from the wall nearby leading to what I think was the ventilation system. This needs replacing.

| C: Displays & Promotions | 25.0 | 21.6 | 20.4 | 25 | |
|--------------------------|--------------------------------------------------------------|------|------|-----|---|
| 15 | Were the displays fully stocked? | 3 | 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? | 3 | 2.6 | 2.2 | 3 |
| 19 | Could you find your way around the store unaided? | 3 | 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

Most products had price tabs and boards next to the display. One or two were out of line on the sweet counter, but all displays were clear and well-presented, with requisite posters and price boards.

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Performance Scores on YOUR Criteria

D: Environment & Facilities - Lighting & Cleanliness

The lighting was more than adequate. Quite subtle in some parts of the store. There was however one light fitting not working in the confectionery department. I took the last basket.

| D: Environment & Facilities | | 18.0 | 18.4 | 17.7 | 22 |
|-----------------------------|------------------------------------------------------------------|------|------|------|----|
| 25 | Were the floors clean? | 3 | 2.7 | 2.8 | 3 |
| 26 | Were the floors tidy? | 2 | 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? | 2 | 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

Atmosphere unremarkable which is probably a good thing. Certainly no problems at all with music or announcements.

E: Staff - Personal 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.

| E: Staff | | 12.0 | 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? | 0 | 1.5 | 1.5 | 2 |
| 39 | Were staff courteous? | 0 | 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? | 0 | 1.4 | 1.3 | 2 |
| 46 | Were any staff just talking with other staff members? | 0 | 1.2 | 1.1 | 2 |

E: Staff - Enquiry Handling

Two members of staff were not in uniform. I enquired about toasters. The assistant, Jenny, was fairly pleasant and courteous, but did not seem to be very knowledgeable and simply pointed me in the direction of the display. I then asked her colleague, Sue, who was working near the display to come and explain.

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Performance Scores on YOUR Criteria

| F: Cashier & Point of Sale | | 13.0 | 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? | 0 | 1.9 | 1.9 | 2 |
| 53 | Were you given the correct sized bag for your purchase? | 3 | 2.5 | 2.4 | 3 |

F: Cashier & Point of Sale - Comments

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. The cashier, Dave, did not make eye contact through the exchange.

| G: Till & Shop Floor Procedures | | 9.0 | 12.5 | 12.7 | 16 |
|---------------------------------|---------------------------------------------------------------------|-----|------|------|----|
| 54 | Was the queue (if any) moving at an acceptable rate? | 3 | 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? | 3 | 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? | 1 | 0.9 | 0.9 | 1 |

G: Till & Shop Floor Procedures - Sales Technique

Sue was very good on toasters although she did not try to upsell. She told me about the budget range toaster that I pointed at but I said I was "shopping around". She also asked me if there was anything else I was interested in.

| 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

| | | | | | |
|----|------------------------------------------------------|-----|-----|-----|-----|
| 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? | Yes | 0.0 | 0.0 | Yes |

| | | | | |
|----------------------------|-------|-------|-------|--------|
| Branch Overall Performance | 71.3% | 80.1% | 76.8% | 100.0% |
| % Achieved | 114.0 | 128.1 | 122.9 | 160 |

Mystery Shopper Narrative

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 Reading