

# Mystery Shop Report - January 2012

**Warwick**

**81.3%**

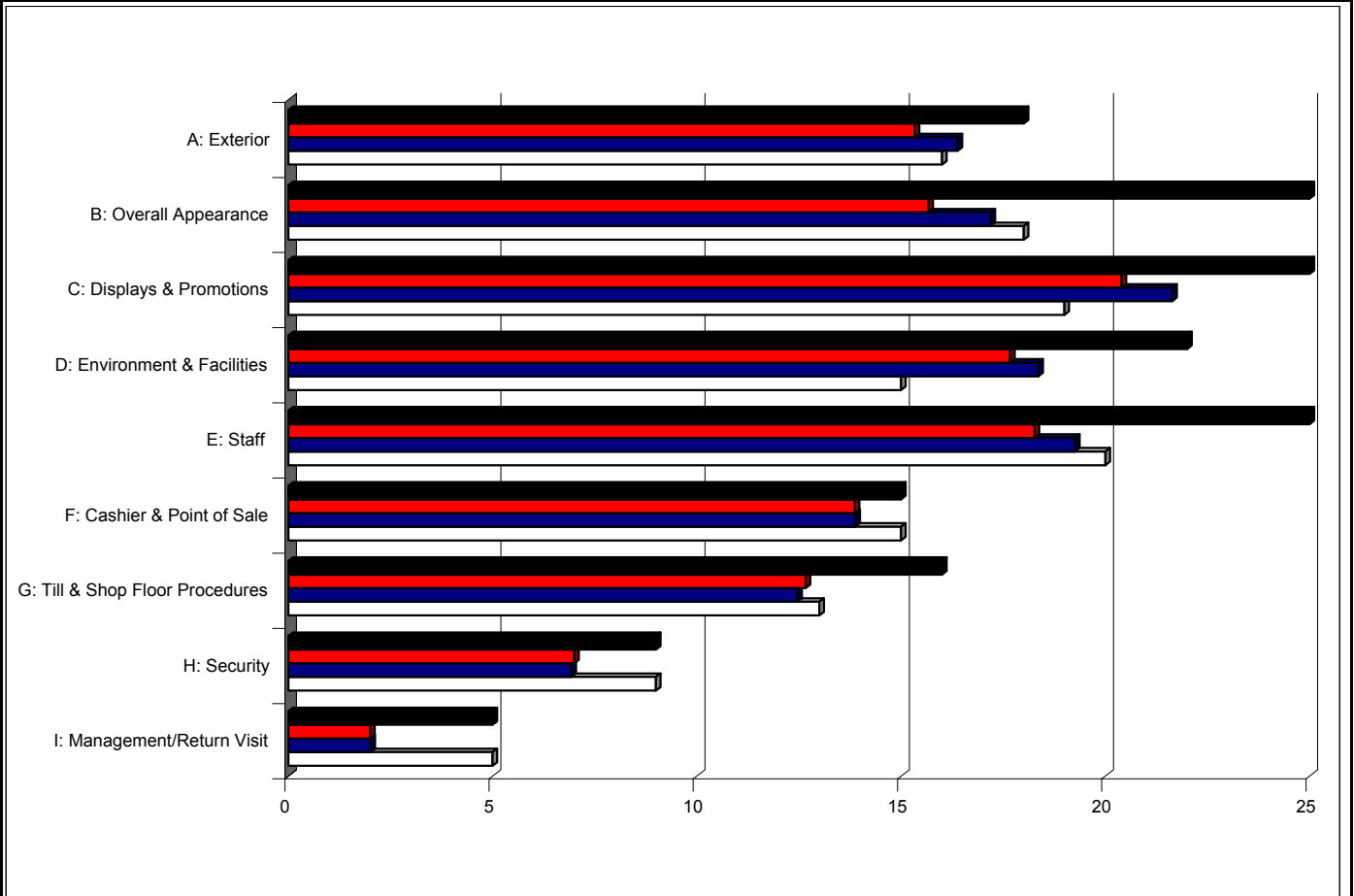
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Date of visit: 04/1/2012      No staff on Duty: 3      Approx. customers: 21-40  
 Arrival time: 1025      No. Tills in Use: 2

## 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

### Performance Scores on YOUR Criteria



<b>A: Exterior</b>	<b>88.9%</b>	<b>16.0</b>	<b>16.4</b>	<b>15.3</b>	<b>18</b>
<b>B: Overall Appearance</b>	<b>72.0%</b>	<b>18.0</b>	<b>17.2</b>	<b>15.7</b>	<b>25</b>
<b>C: Displays &amp; Promotions</b>	<b>76.0%</b>	<b>19.0</b>	<b>21.6</b>	<b>20.4</b>	<b>25</b>
<b>D: Environment &amp; Facilities</b>	<b>68.2%</b>	<b>15.0</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>100.0%</b>	<b>15.0</b>	<b>13.9</b>	<b>13.9</b>	<b>15</b>
<b>G: Till &amp; Shop Floor Procedures</b>	<b>81.3%</b>	<b>13.0</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>100.0%</b>	<b>5.0</b>	<b>2.0</b>	<b>2.0</b>	<b>5</b>
<b>Total</b>	<b>81.3%</b>	<b>130.0</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

On approaching the front of the branch, I noticed many other people stopping to look in to the shop because of the promotions advertised in the windows. Quite a few of these then went inside for a look round. The opening and closing times were not visible anywhere.

A: Exterior	16.0	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?	0	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?	4	3.5	2.9	4

#### B: Overall Appearance - Aisles

Aisles were uncluttered and clean. Staff were stocking the displays in one aisle, but had arranged all the stock so that they did not really obstruct customers.

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

Quite a few displays were short of stock. There was one lady trying to fill the shelves, but her efforts were hampered by the lack of space and the number of people on the store. If she had had a duster she could have cleaned the shelves as she went along because the edges needed a wipe down.

C: Displays & Promotions	19.0	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?	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

I only saw one promotion during the course of my visit. Everything seemed a little low-key inside the store after the fanfare given in the window display. Price boards were all in place, and in good condition except one that was hand-written and difficult to read. They all appeared underneath the correct products.

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### Performance Scores on YOUR Criteria

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

Lighting was very effective. Most bulbs and tubes appeared to be in working order. Some needed replacing. No baskets available though and it was quite cold in the shop.

D: Environment & Facilities		15.0	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?	0	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

A pleasant setting in which to shop, soothing music and nothing intrusive or distracting going on anywhere.

#### E: Staff - Personal Appearance

Mostly good but one member of staff was a little unkempt. According to the names badge his name was Nigel. Although he had the correct uniform he had not had a shave.

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

I asked about kettles and was given some excellent feedback on my questions by a blond man in his thirties with a neat beard, who seemed to know all about them. He was in a suit rather than a uniform though so I was not certain if he was a member of staff at first. I think he was a manager. A name badge would have been useful. He sent me to a colleague by the display while he went elsewhere.

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### Performance Scores on YOUR Criteria

F: Cashier & Point of Sale		15.0	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?	3	2.5	2.4	3

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

The cashier was very efficient. The till roll needed changing and he clearly knew how to do it. When I reached the till he was very pleasant and apologised for the short delay. Very impressed.

G: Till & Shop Floor Procedures		13.0	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?	3	2.1	2.2	3
56	Were staff inviting customers over to quieter till points?	2	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?	1	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?	1	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

James had an excellent sales technique, although I didn't buy the kettle. Had I really needed one, I probably would have done. At the till there were some loose coins which could have been reached by a queuing customer and should really have been in a safer place.

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?	5	2.0	2.0	5
67	Would you visit this store again?	Yes	0.0	0.0	Yes

Branch Overall Performance	81.3%	80.1%	76.8%	100.0%
% Achieved	130.0	128.1	122.9	160

### Mystery Shopper Narrative

#### Overall impression

A very good first impression backed up by welcoming, polite and knowledgeable staff

#### Would you recommend to a friend?

Almost certainly.

#### Would you visit again?

Yes, this branch was a pleasure to visit.