

Mystery Shop Report - October 2008

Warwick

Your Logo Here

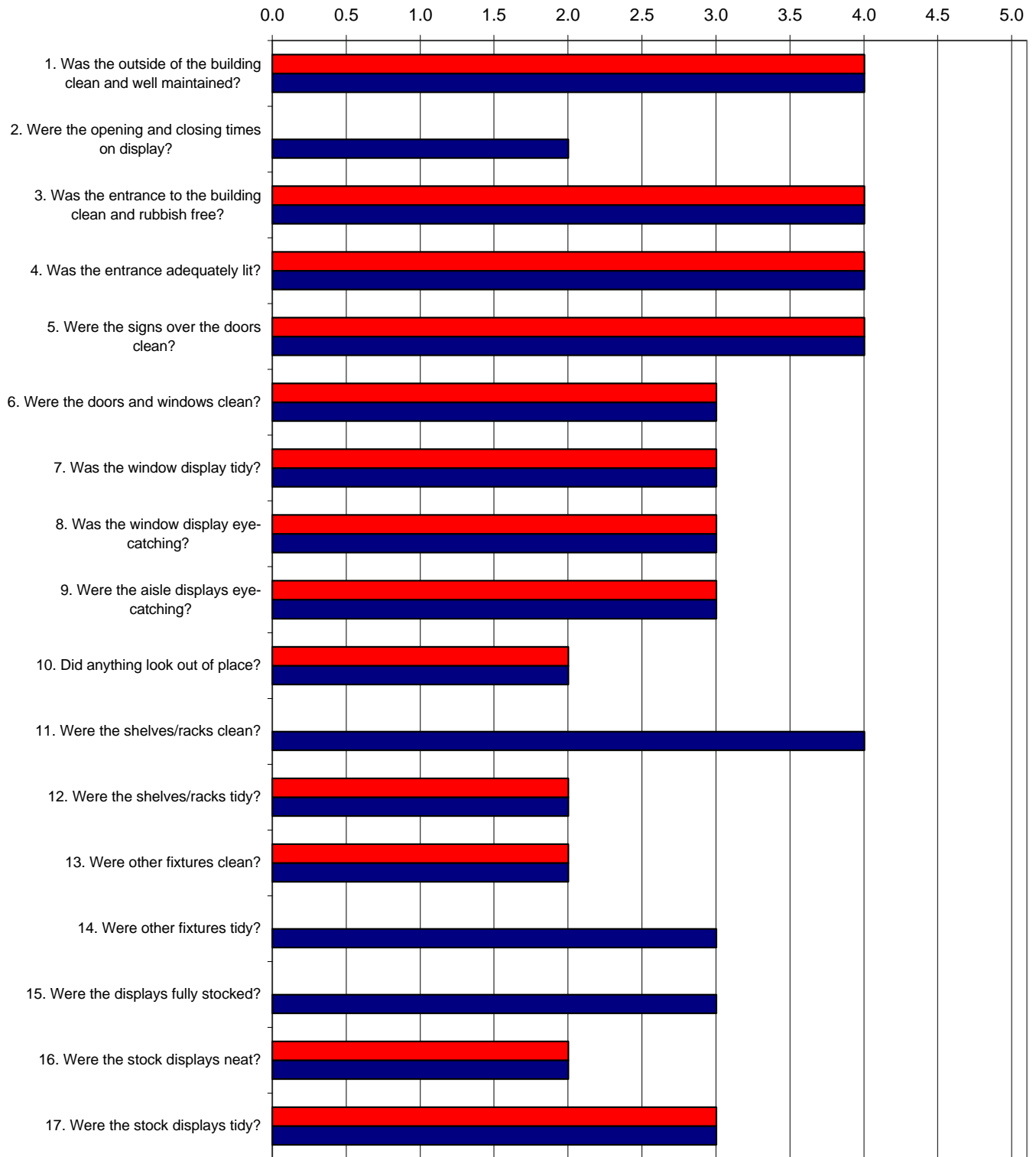
Date of visit: 03/10/2008

No staff on Duty: 5

Approx. customers: 10-20

Arrival time: 1535

No. Tills in Use: 4



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■ Maximum

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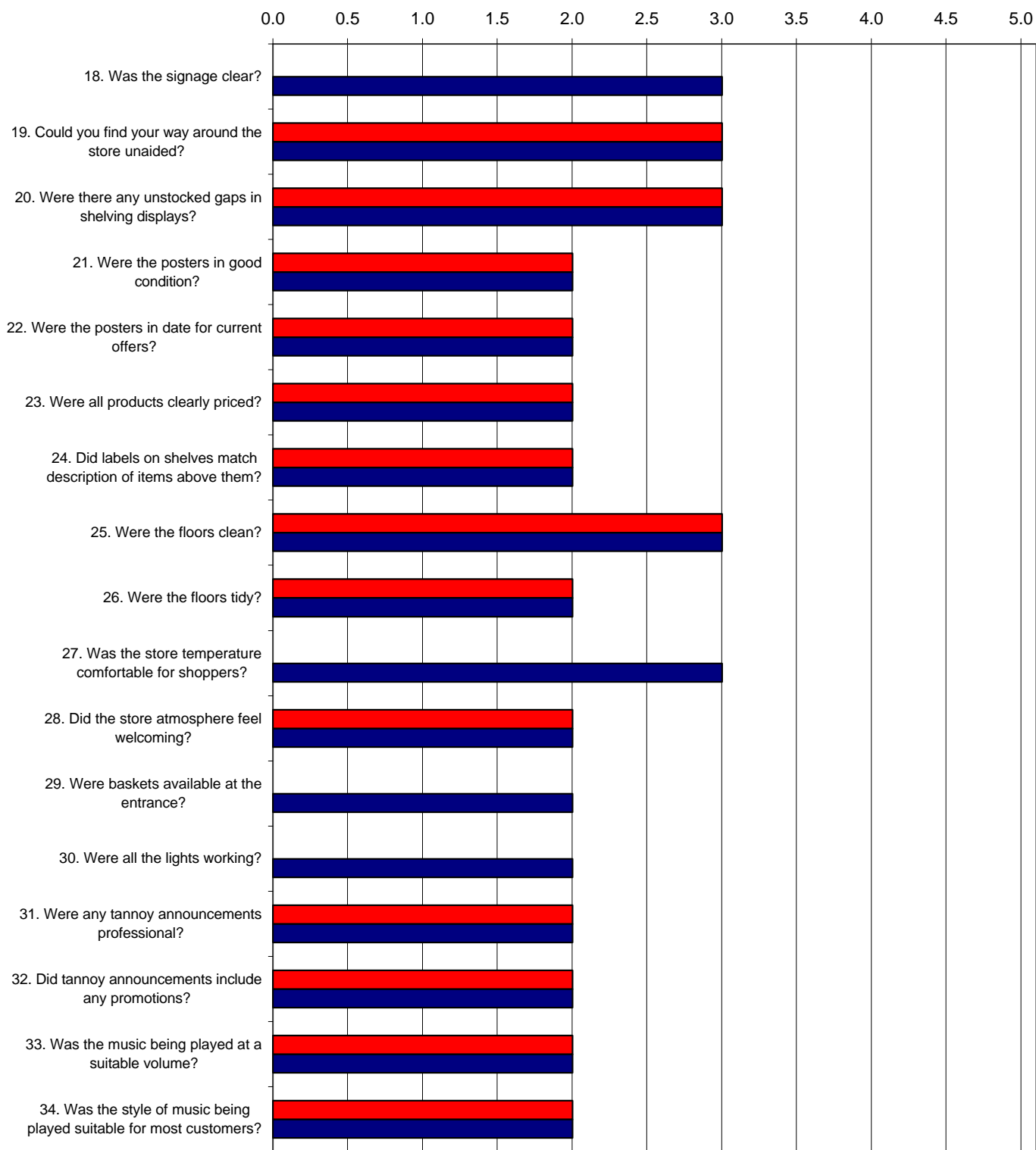
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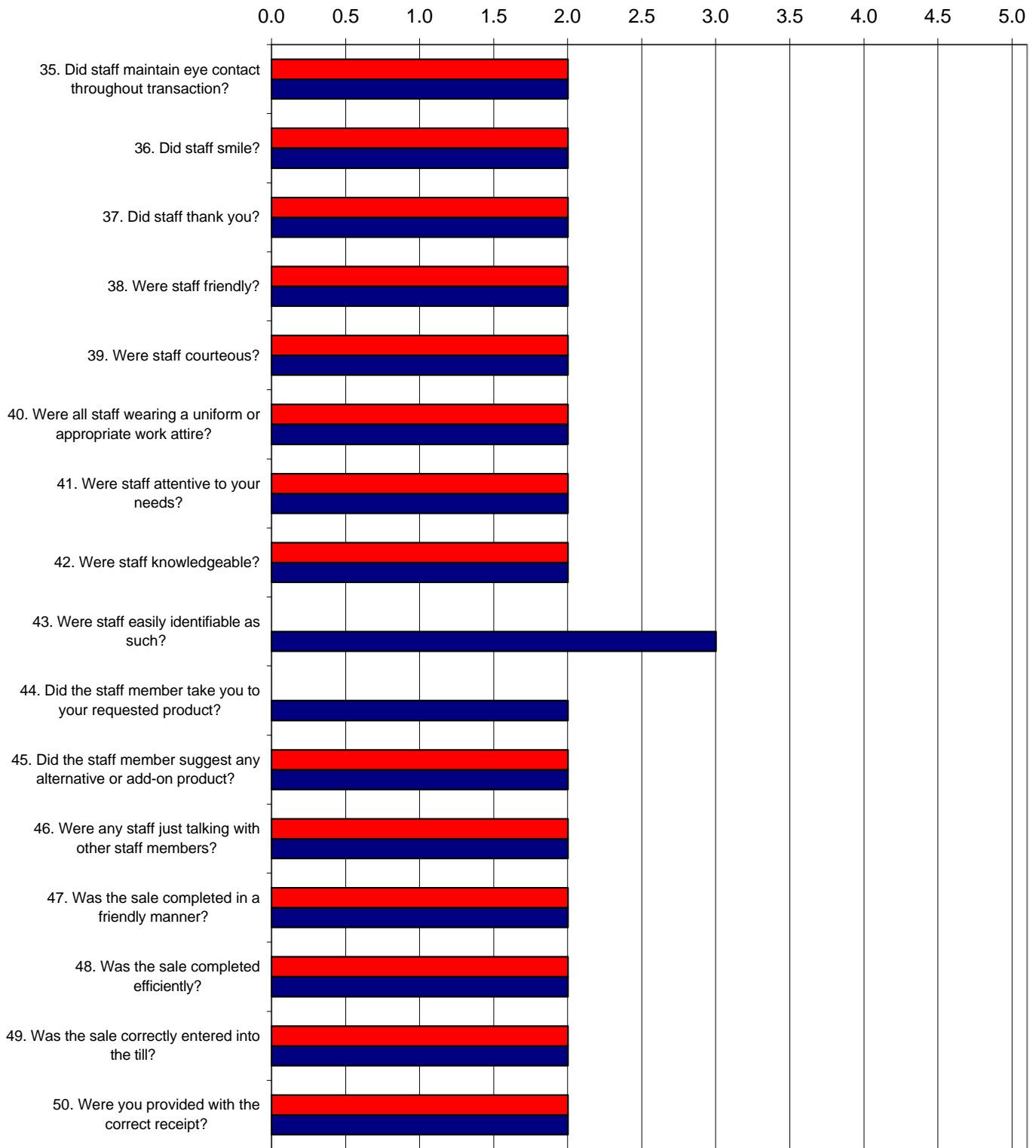
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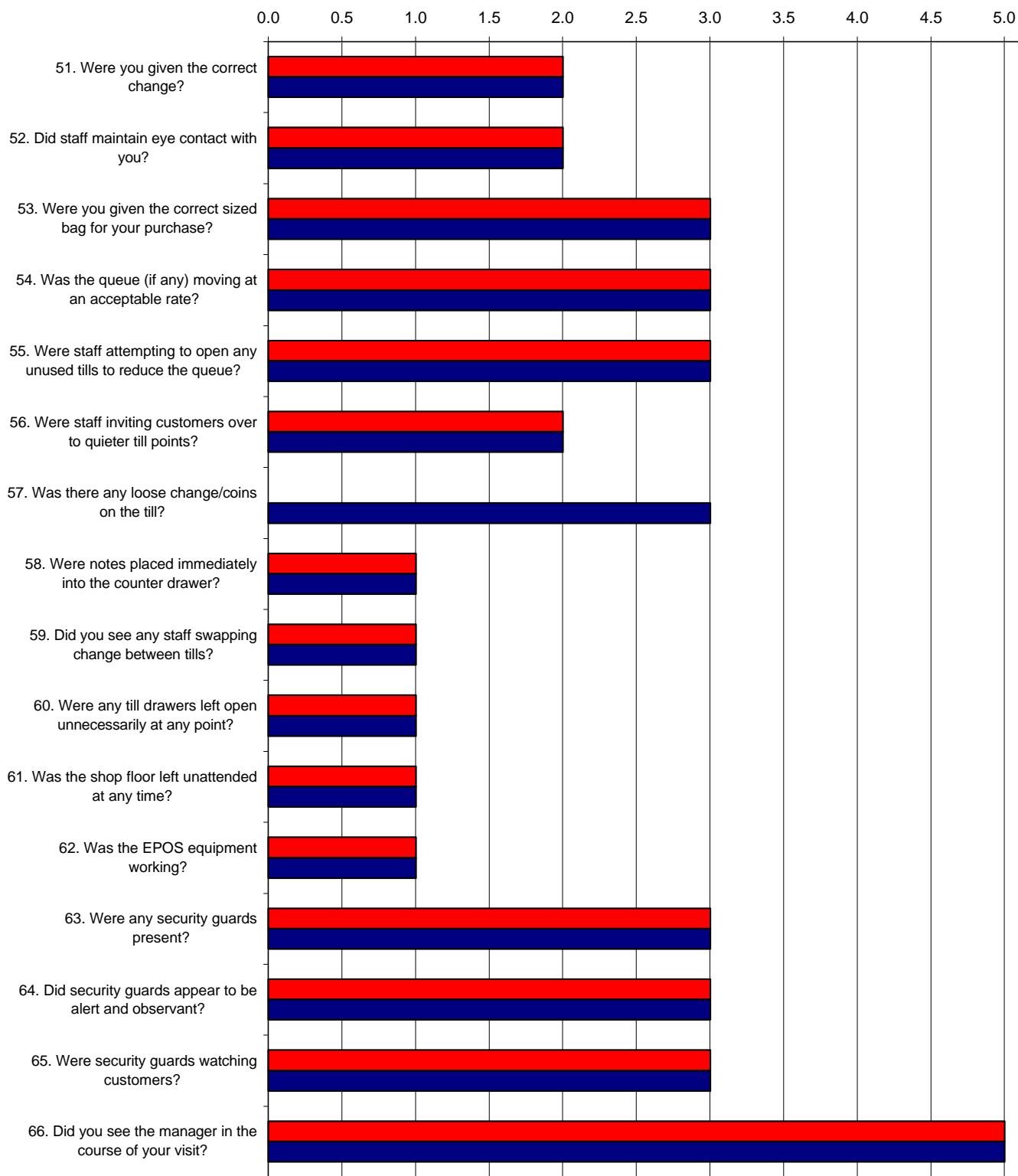
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Comparison of Branch Scores against Maximum Points Achievable		Branch	Maximum Points
Performance Scores on YOUR Criteria			
A: Exterior		16	18
1	Was the outside of the building clean and well maintained?	4	4
2	Were the opening and closing times on 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: Overall Appearance		18	25
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?	0	4
12	Were the shelves/racks tidy?	2	2
13	Were other fixtures clean?	2	2
14	Were other fixtures tidy?	0	3
C: Displays, Signs, Stock Posters and Pricing		19	25
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?	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?	2	2
D: Environment & Facilities		15	22
25	Were the floors clean?	3	3
26	Were the floors tidy?	2	2
27	Was the store temperature comfortable for shoppers?	0	3
28	Did the store atmosphere feel welcoming?	2	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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Performance Scores on YOUR Criteria			
E: Staff		20	25
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
F: Point of Sale		15	15
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
G: Till & Shop Floor Procedures		13	16
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?	0	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
H: Security		9	9
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
I: Management/Return		5	5
66	Did you see the manager in the course of your visit?	5	5
67	Would you visit this store again?	Yes	Yes
Branch Overall Performance		% Achieved	81.3%
		130	160

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Mystery Shopper Narrative

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.

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.

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.

Promotional Displays

I only saw two promotions during the course of my visit. Everything seemed a little low-key inside the store after the fanfare given in the window display.

Lighting

Lighting was very effective. Most bulbs and tubes appeared to be in working order. Some needed replacing.

Price Boards

Price boards were all in place, and in good condition. They all appeared underneath the correct products.

Staff Appearance

Mostly good but one member of staff was a little unkempt. According to the names badge his name was Nigel. He was unshaven and had dirty shoes.

Staff Enquiry Handling

I asked about kettles and was given some excellent feedback on my questions by James, who seemed to know all about them.

Sales Technique

James had an excellent sales technique, although I didn't buy one. Had I really needed one, I probably would have done.

Cashier & Point of Sale

The cashier was slow. The till roll needed changing and he clearly had only done it once or twice before. When I finally reached the till he was very pleasant and apologetic.

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.