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# Regional Mystery Visit League Illustration - January 2012

Pos.	Branch Town	A: Exterior					B: Overall Appearance								C: Displays, Signs, Stock Posters & Pricing								D: Environment & Facilities													
		Was the outside of the building clean and well maintained?	Were the opening and closing times on display?	Was the entrance to the building clean and rubbish free?	Was the entrance adequately lit?	Were the signs over the doors clean?	Were the doors and windows clean?	Was the window display tidy?	Was the window display eye-catching?	Were the displays eye-catching?	Did anything look out of place?	Were the shelves/racks clean?	Were the shelves/racks tidy?	Were other fixtures clean?	Were other fixtures tidy?	Were the displays fully stocked?	Were the stock displays neat?	Were the stock displays tidy?	Was the signage clear?	Could you find your way around the store unaided?	Were there any unstocked gaps in shelving displays?	Were the posters in good condition?	Were the posters in date for current offers?	Were all products clearly priced?	Did labels on shelves match description of items above them?	Were the floors clean?	Were the floors tidy?	Was the store temperature comfortable for shoppers?	Did the store atmosphere feel welcoming?	Were baskets available at the entrance?	Were all the lights working?	Were any tannoy announcements professional?	Did tannoy announcements include any promotions?	Was the music being played at a suitable volume?	Was the style of music being played suitable for most customers?	
Assessment Criteria No.		1	2	3	4	5	6	7	8	9	10	11	12	13	14	15	16	17	18	19	20	21	22	23	24	25	26	27	28	29	30	31	32	33	34	
Max. Available Points		4	2	4	4	4	3	3	3	3	2	4	2	2	3	3	2	3	3	3	3	2	2	2	2	3	2	3	2	2	2	2	2	2	2	2
1	Oxford	4	0	4	4	4	3	3	3	3	2	4	2	0	3	3	2	0	3	3	3	2	2	2	0	3	2	3	2	2	0	2	2	2	2	
2	Northampton	4	2	4	4	4	3	3	3	3	2	0	2	2	0	3	2	3	3	3	0	2	2	2	2	3	2	3	2	2	0	2	2	2	2	
3	Cheltenham	4	2	4	4	4	3	3	3	0	0	0	2	2	0	3	2	3	3	3	3	2	0	2	2	3	2	3	2	2	2	2	2	2	2	
4	Swindon	4	2	4	4	4	3	3	3	3	0	0	2	2	0	3	2	3	3	3	3	2	2	2	2	3	0	3	2	0	0	2	2	2	2	
5	Milton Keynes	4	0	4	4	4	3	3	0	3	0	0	0	2	0	3	0	3	3	3	3	2	0	2	2	3	2	3	2	2	0	0	2	2	2	
6	Warwick	4	0	4	4	4	3	3	3	3	2	0	2	2	0	0	2	3	0	3	3	2	2	2	2	3	2	0	2	0	0	2	2	2	2	
National Average		3.6	1.8	3.5	4.1	3.5	2.8	2.7	2.7	2.8	1.2	1.1	1.6	1.5	0.7	1.9	1.7	2.8	2.6	2.5	2.6	2.0	1.7	1.9	1.9	2.7	1.7	2.7	1.9	1.4	0.7	1.7	1.8	2.0	1.7	
7	High Wycombe	4	0	4	4	0	3	3	3	3	2	0	2	2	0	3	2	3	3	3	0	2	2	2	2	3	2	3	2	2	0	2	2	2	2	
Regional Average		3.5	1.5	3.5	4.0	2.9	2.8	2.8	2.4	2.8	1.1	0.3	1.5	1.5	0.6	2.0	1.6	2.6	2.2	2.4	2.4	1.9	1.5	2.0	1.9	2.8	1.7	2.6	1.7	1.2	0.4	1.6	1.9	2.0	1.7	
8	Cirencester	0	2	4	4	0	3	3	3	3	0	0	0	0	3	3	2	3	3	3	3	2	0	2	2	3	2	3	2	0	0	0	2	2	2	
9	Redditch	4	2	0	4	4	3	3	3	3	2	0	2	2	3	0	2	3	0	3	3	0	0	2	2	3	2	3	2	0	2	2	2	2	2	
10	Banbury	4	2	4	4	4	3	3	3	3	0	0	2	2	0	3	2	3	3	3	3	2	2	2	2	0	2	0	0	2	2	0	0	2	0	
11	Aylesbury	4	2	4	4	4	3	3	3	3	2	0	0	2	0	3	0	3	3	3	0	2	2	2	2	3	2	3	2	2	0	2	2	2	2	
11	Reading	0	2	4	4	0	3	3	3	3	2	0	2	2	0	3	2	3	3	3	3	2	2	2	2	3	2	3	2	0	0	2	2	2	2	
13	Stratford	4	2	4	4	4	3	3	3	3	2	0	2	2	0	0	2	3	3	0	3	2	2	2	2	3	2	3	2	2	0	2	2	2	2	
14	Worcester	4	2	4	4	4	3	3	0	3	0	0	0	0	0	0	0	0	0	0	3	2	2	2	2	3	2	3	2	2	0	2	2	2	0	
15	Gloucester	4	2	0	4	0	0	0	0	3	0	0	2	0	0	0	2	3	0	0	3	2	2	2	2	3	0	3	0	0	0	2	2	2	2	

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Pos.	Branch Town	E: Staff											F: Point of Sale						G: Till & Shop Floor Procedures						H: Security		I: Return		Overall								
		Did staff maintain eye contact throughout transaction?	Did staff smile?	Did staff thank you?	Were staff friendly?	Were staff courteous?	Were all staff wearing a uniform or appropriate work attire?	Were staff attentive to your needs?	Were staff knowledgeable?	Were staff easily identifiable as such?	Did the staff member take you to your requested product?	Did the staff member suggest any alternative or add-on product?	Were any staff just talking with other staff members?	Was the sale completed in a friendly manner?	Was the sale completed efficiently?	Was the sale correctly entered into the till?	Were you provided with the correct receipt?	Were you given the correct change?	Did staff make eye contact with you?	Were you given the correct sized bag for your purchase?	Was the queue (if any) moving at an acceptable rate?	Were staff attempting to open any unused tills to reduce the queue?	Were staff inviting customers over to quieter till points?	Was there any loose change/coins on the till?	Were notes placed immediately into the counter drawer?	Did you see any staff swapping change between tills?	Were any till drawers left open unnecessarily at any point?	Was the shop floor left unattended at any time?	Was the EPOS equipment working?	Were any security guards present?	Did security guards appear to be alert and observant?	Were security guards watching customers?	Did you see the manager in the course of your visit?	Was your visit good value for money?	Total	%	
Assessment Criteria No.		35	36	37	38	39	40	41	42	43	44	45	46	47	48	49	50	51	52	53	54	55	56	57	58	59	60	61	62	63	64	65	66	67	Y/N	160	100.0%
Max. Available Points		2	2	2	2	2	2	2	2	3	2	2	2	2	2	2	2	2	2	3	3	3	2	3	1	1	1	1	1	3	3	3	5				
1	Oxford	2	2	2	2	2	2	2	2	3	0	2	2	2	2	2	2	2	3	3	3	2	3	1	1	1	1	1	3	3	0	5	Yes	144	90.0%		
2	Northampton	2	2	2	2	2	2	2	2	3	0	2	2	2	2	2	2	2	3	3	3	2	3	1	1	1	1	1	3	3	3	0	Yes	141	88.1%		
3	Cheltenham	2	2	2	2	2	2	2	2	3	2	2	2	2	2	2	2	2	3	3	3	2	3	1	1	1	1	1	0	3	3	0	Yes	138	86.3%		
4	Swindon	2	2	2	2	2	2	2	0	3	0	2	2	2	2	2	2	2	3	3	3	2	3	1	1	1	1	1	3	3	3	0	Yes	136	85.0%		
5	Milton Keynes	2	2	2	2	2	2	2	2	3	2	2	0	2	2	2	2	2	2	3	3	3	2	3	1	1	1	1	1	3	3	3	5	Yes	134	83.8%	
6	Warwick	2	2	2	2	2	2	2	2	0	0	2	2	2	2	2	2	2	2	3	3	3	2	0	1	1	1	1	1	3	3	3	5	Yes	130	81.3%	
National Average		1.8	1.7	2.0	1.5	1.6	1.9	1.9	1.8	1.4	1.0	1.4	1.2	2.0	2.0	2.0	1.5	1.9	1.9	2.5	1.7	2.1	1.5	2.6	0.8	1.0	0.9	1.0	0.9	2.1	2.7	2.1	2.0		128.1	80.1%	
7	High Wycombe	2	2	2	2	2	0	0	2	0	0	2	2	2	2	2	2	2	2	3	0	0	2	3	1	1	1	1	1	3	3	3	5	Yes	127	79.4%	
Regional Average		1.7	1.5	2.0	1.5	1.5	1.7	1.9	1.9	1.6	0.7	1.3	1.1	2.0	2.0	2.0	1.7	1.9	1.9	2.4	2.0	2.2	1.5	2.4	0.9	0.9	0.9	1.0	0.9	2.0	2.8	2.2	2.0		122.9	76.8%	
8	Cirencester	2	2	2	2	2	2	2	2	0	2	2	2	2	2	2	0	2	3	0	3	2	3	1	1	1	1	1	3	3	3	0	Yes	121	75.6%		
9	Redditch	2	0	2	2	0	2	2	2	0	2	0	0	2	2	2	2	2	0	3	3	0	0	1	1	1	1	1	3	3	3	5	No	121	75.6%		
10	Banbury	2	2	2	0	0	2	2	2	3	2	0	0	2	2	2	2	2	3	0	3	2	3	1	1	1	1	1	0	0	0	5	Yes	117	73.1%		
11	Aylesbury	0	0	2	0	2	2	2	2	3	0	0	0	2	2	2	0	2	2	0	3	3	2	3	1	0	1	1	1	0	3	0	0	No	115	71.9%	
11	Reading	2	2	2	0	0	2	2	2	0	0	0	0	2	2	2	2	0	3	3	0	0	3	0	1	0	1	1	3	3	3	0	Yes	114	71.3%		
13	Stratford	0	0	2	0	0	0	2	2	0	0	0	0	2	2	2	0	2	2	3	3	3	2	3	1	1	1	1	1	0	3	0	0	No	113	70.6%	
14	Worcester	2	0	2	2	2	2	2	2	3	0	2	0	2	2	2	2	2	3	0	0	0	3	1	1	1	1	1	0	3	3	0	Yes	104	65.0%		
15	Gloucester	2	2	2	2	2	2	2	2	0	0	2	2	2	2	2	2	2	0	0	0	0	0	0	1	0	1	0	3	3	3	0	No	88	55.0%		