

Client Name: WRLA
Questionnaire Type: In Person
Location: XXXXXXXX
Scenario: Mystery Shopper Program



Date of Shop November 1, 20XX

Time: 12:15:27 pm **Day of Week:** Thursday

Department Shopped: Flooring
Product Shopped: grout
Staff Member: Corral Bell
Cashier: Asky Meanything

Part A: Exterior Appearance

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| 1. Store Exterior was welcoming & appealing?(1) | Yes |
| 2. Parking Lot and outside grounds clean and easily accessible?(1) | Yes |
| 3. Exterior merchandising neat, ordering and well signed?(1) | Yes |
| 4. Entrance doors and windows clean and well maintained?(1) | Yes |
| 5. Lumberyard well stock and neatly maintained?(1) | Yes |
| 6. Lumberyard products clearly signed and prices visible?(1) | Yes |

Score: 6/6 Marks 100%

Part B: Interior Appearance

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| 7. Shopping carts or hand baskets available for customers?(1) | Yes |
| 8. Window displays are attractive? (1) | Yes |
| 9. Floors clean and aisles accessible? (1) | Yes |
| 10. Departments and aisles are clearly labeled? (1) | Yes |
| 11. Sales and promotional signs are in good condition? (1) | Yes |
| 12. Product shelving, end caps and displays are clean? (1) | Yes |
| 13. Products well stocked and neatly maintained? (1) | Yes |

Score: 7/7 Marks 100%

Exterior/Interior Appearance Comments:

The exterior of the store was neat and well-kept. the window display was attractive. When I entered the store, there were carts near the entrance and baskets closer to the registers. The staff did not acknowledge me at that time but I stayed sort of midway between the cash registers and then headed into the store proper to check the pricing, endcaps, etc. The store was clean and well-maintained, pricing clear and visible. The shelving and endcaps were clean and well-maintained. The products were stocked with no real gaps visible.

Part C: Customer Service

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| 14. Were you greeted upon entering the store or after coming within a ten foot radius of a staff member? (1) | Yes |
| 15. Were you offered assistance? (1) | Yes |
| 16. Did staff stop non-customer related duties immediately to offer you assistance?(1) | Yes |
| 17. If staff serving customers, did they acknowledge your presence and indicate that they would help you out?(1) | N/A |
| 18. Did staff ask questions to better determine your needs?(1) | Yes |
| 19. Did staff present and escort you to the appropriate products for your project?(1) | No |
| 20. Did staff demonstrate product knowledge by discussing features and benefits of the product with you?(1) | Yes |
| 21. Did staff suggest associated merchandise? | No |

Score: 5/7 Marks 71%

Customer Service Comments:

As I walked through the store, I encountered a staff person who greeted me as he headed to his job. Then I encountered a kiosk where a staff member asked if he could help me. He directed me to the flooring department as he felt that they could better assist me. I headed over to the flooring department and there was no one there. I waited 4 minutes until a staff person headed over to the desk that I was standing by and she nodded at me but she was serving another customer. I waited a further 10 minutes until Corral came (she had a tag that said that she was in training) I asked her if she could help me with grout. I told her that I was changing the backsplash in our bathroom and wanted to know if there was grout with color so that it wouldn't look so white. She had some information regarding colour, saying that if I got some that was pre-colored, it would keep its color where if I got some that needed the colour mixed in, washing it, etc. would weaken the color. She explained too that I'd need to know if I needed one that was sanded or non-sanded and that it depended on the finish of the tile.

Part D Check Out Service

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| 22. Were you served within 3 minutes of entering the line? (1) | Yes |
| 23. If more than 3 customers in line, did another cashier open up?(1) | N/A |
| 24. Did the cashier offer a friendly greeting?(1) | Yes |
| 25. Did the cashier smile and make eye contact?(1) | Yes |
| 26. Did the cashier ask if you found everything that you were looking for?(1) | No |
| 27. Did the cashier thank you upon completion of your purchase?(1) | Yes |
| 28. Did the cashier invite you to return?(1) | Yes |

Score: 5/6 Marks 83%

Check out service comments:

The cashier was very friendly, he rang my purchases up quickly and then asked if I had an reward card. I said that I had never been asked

at any location for my reward card and he said, "Really?, then you've never been through my till." Then he said that he was pretty sure that he asked it in his sleep some time! He was very friendly and personable.

Part E Overall Impressions

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| 29. Did you have a positive first impression of the store as you arrive and entered it? (1) | Yes |
| 30. Did you have a positive impression of the store merchandise selection and displays?(1) | Yes |
| 31. Did this visit leave you with a positive and professional image of this store and its staff?(1) | Yes |
| 32. Did this visit leave you with a sense of confidence that you obtained and understood the correct information about the product and/or project?(1) | Yes |
| 33. Overall, was your visit to this store 'pleasant'?(1) | Yes |

Score: 5/5 Marks 100%

Overall Impression comments:

The store was clean and tidy so I was pleased to see that. The products were tidy and well-marked as for price so it was easy to shop. I felt that the store was well-run and the staff seemed to know what they were doing.

WOW Factor

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| 34. Does this store and its staff deserve a WOW?(1) | Yes |
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Score: 1/1 Marks 100%

WOW factor comments:

I do think so because even the staff in training seemed to know the products quite well and was very helpful with her information.

Overall Score: 29/32 Marks 91%