



Onsite Inspection Sample Retail Gift Shop

Eval Ref Number

Location Group: XXC01-Bay Marketplace

Actual Evaluation Date 11/12/200X

Arrival Time: (hh:mm: xm)

Departure Time: (hh:mm: xm)

Overall Evaluation Score: Pts Earned: 19 Possible: 27 Percent: 70%

Section 1: Store Conditions:

Upon approaching or entering:

How many customers were in the gift store or newsstand?

Were assistants with other customers when you arrived?

How many sales assistants did you see?

Describe the traffic in the area.

Section 2: Interactions Prior to Purchase - in the store area; NOT at the Register.

Name(s)/(desc) of person(s) you questioned:

How Long did it take to be greeted? Within 30 Seconds 31 Sec to 2 Mins Over 2 minutes

Initial Greeting:

Question asked:

Regarding Sales Assistant Prior to The Purchase: NOTE: Even if this is the same person who rang you up, score them here and then score them again in section 3.

Please rate each entry with a "1" for yes, a "0" for no or a "N/A" for not applicable.

- 1. Made eye contact with you?
- 2. Gave appropriate greeting or appropriate conversation for that moment?
- 3. Had a name tag clearly displayed?
- 4. Appropriately groomed and attired?
- 5. Displayed a positive, friendly & willingness to help attitude?
- 6. Treated you as a valued customer?
- 7. Appeared knowledgeable about the merchandise?
- 8. Escorted and/or showed you the merchandise (if applicable - otherwise NA).

Describe how your question was answered and explain your ratings of this individual:

When I stepped into the store, one associate said,"Hello." and that was the only greeting I got.
3. Both associates didn't have name tag displayed.
5. While I was looking for a dress, the associate asked if she could help me find something. I told her I was looking for a size L. She looked through the racks and then on the computer and told me they were out. After that she went back to work and did not offer me any other suggestions or recommendations. She seemed like she didn't want to help me anymore after that.

Prior To Register Score: Pts Earned: 7 Possible: 9 Percent: 78%

Section 3: At the Register

Please rate each entry with a "1" for yes, a "0" for no or a "N/A" for not applicable.

Name (desc) of sales assistant that helped you at register: Female, pony hair, 5'11, she has a necklace with a pict

Regarding Sales Assistant (At the register)

1. Made eye contact with you?
2. Gave appropriate greeting or appropriate conversation for that moment?
3. Had a name tag clearly displayed?
4. Appropriately groomed and attired?
5. Displayed a positive, friendly & willingness to help attitude?
6. Treated you as a valued customer?
7. Appeared knowledgeable about the merchandise?
8. Tried to upsale or make additional suggestions?
Also, Please describe the item which was upsold in the comments below.
9. Asked if you needed anything else?
10. Properly rang up your transaction?
11. Provided you with a proper receipt?
12. Gave an appropriate departing greeting?
13. Invited you to come again?

Sales Assistant At Register Score: Pts Earned: 9 Possible: 13 Percent: 69%

Section 4: Other Overall Items:

1. Was the store clean, well organized and uncluttered?
2. Were items attractively displayed and clearly labeled and priced?
3. Was it easy to find what you were looking for?
4. Based on this experience would you visit this newsstand or gift shop again?
5. Would you feel comfortable in recommending it to a friend?

Document all your scores below and give a detailed summary of your visit.

When I stepped into the store, one associate said,"Hello." The store was full of inventory and small. When I browsed through the store and there were 2 customers in the fitting room. Both associates were standing behind the cash register. I wasn't approached by any associate when I went look at clothes. While one associate was working on a display, the other one was fixing clothes on the rack. I pretended I couldn't find the item I was looking for. The associate who was fixing clothes on the rack noticed me and she asked, "Do you need help with anything?" I asked if

there were any size L available for the dress. She checked again to confirm there weren't any size L on the rack. She went to the computer and checked but she couldn't find any. She told me there weren't any left. She then went back to work on the clothes and I grabbed an item and took it to the cash register. The other associate rang up the transaction. She took the clothes and told me the total was \$80.25.

3. The associates did not have nametags.

8, 9. She didn't try to upsale or make additional suggestions.

13. She said thank you at the end and gave me my receipt. She did not invite me back.

4-4. I feel the customer service was ordinary and I would visit the store again only for the merchandise, but not for the service. I felt the associates just did their job and nothing more.

4-5 I would recommend it to a friend only if the store had an item not available in another store.

Other Items Score: Pts Earned: 3 Possible: 5 Percent: 60%

Replicated Receipt For Purchases

11/12/200X 12:42:22 Receipt #: 687XX

Assoc: ana Cashier: ana

WI 10571 1 8 \$75.00

L/S Shirt R5B Disc: % 40.00

No. of Items: 1 Subtotal: \$75.00

Tax %: 7.00 Tax : 5.25

RECEIPT TOTAL: \$80.25

TEND : \$80.25

Replicated
Receipt