

SECRET SHOPPING ON-DEMAND™

POWERED BY ABOUTFACE-

www.secretshoppingondemand.com

Retail Customer Service Evaluation Purchase Experience

Location #: <input type="text"/>	Business Name: <input type="text"/>	Address: <input type="text"/>	Telephone: <input type="text"/>
Date of Shop: <input type="text"/>	Time In: <input type="text"/>	Total Purchase \$ <input type="text"/>	Reimbursement Amt: \$ <input type="text"/>
Store Traffic: [Choose one] <input type="text"/>	Month: <input type="text"/>	Quarter: <input type="text"/>	Year: [Choose one] <input type="text"/>
Date Ordered: <input type="text"/>	Drop Dead Date: <input type="text"/>	Order Timeline: <input type="text"/>	

Env/ Atm Total:Exterior: Interior: Store Appeal: **Mgmt Acct & Staffing:****Sales Assoc:****Sales Associate's Name:**Prof: Attitude: Knowledge: Sales: **Cashier Dept Acct:****Purchase Cashier:****Purchase Cashier's Name:**Prof: Attitude: Sales: Accuracy: Exp: Assoc: Cashier: Return: **Bottom Line:**

VISIT TOTAL:Shopper
Name:Shopper
Ranking: [Choose one]

Link:

Jr. Editor: Jr. Status: [Choose one] Jr.
Completion Date: [pick](#)Jr. Editor
Ranking: [Choose one] Sr. Editor: Sr. Status: [Choose one] Sr.
Completion Date: [pick](#)Sr. Editor
Ranking: [Choose one] QC: QC Date: [pick](#)48 Hr Date: [pick](#)48 Hr
Comment:

Deduct:

Deduct
Explain:

Jr Fee:

Sr Fee:

PM Fee: **WWW.SECRETSHOPPINGONDEMAND.COM**

To log back in to Secret Shopping On-Demand™ to review your account or place another order, simply go to www.secretshoppingondemand.com and click the "Back for More?" button. You will be prompted to enter your email address and the password you set up when you created your account.

SCORING CRITERIA

0-10: 10-9 EXCELLENT, 8-7 ABOVE AVERAGE, 6-4 AVERAGE, 3-2 BELOW AVERAGE, 1-0 POOR

Expectations: Exceeded = 10; Met = 5, Did Not Meet = 0

Yes = 15, No = 0

Yes = 10, No = 0

Yes = 5, No = 0

N/A = Both the actual and the possible points are thrown out so as to not adversely affect the total score.

ATTACHMENTS

Please attach your receipt to this shop. If you are unable to attach the receipt here, you may fax it to the number provided in the Shopper Directions. Print your name, date, store and time of purchase on the receipt. If you are doing more than one shop, the receipts must be faxed in separately. Please write legibly. Your shop will not be accepted unless a receipt is provided to us. Please review the Attachments section of the Shopper Directions for complete instructions on submitting attachments. Thank you!

 Shopper Scenario

Please describe in detail the scenario you presented:

SHOPPER: Please note what you purchased at the check-out, how much it cost and the transaction or receipt number from your receipt.

ENVIRONMENT/ATMOSPHERE

This section assesses the exterior, interior and store appeal at this location.

Exterior1. BUILDING: Was the building in good condition? NA Yes No

SHOPPER: If this store was in a mall, answer this question N/A.

2. SIGNAGE (EXT):

A. Was the signage easy to read and did it make finding the store easy? NA Yes NoB. Did the signage clearly indicate that the store sold products in the category that you inquired about? NA Yes No

3. PARKING LOT: Was the parking lot:
- A. Free of trash and debris? NA Yes No
- B. Well lit? NA Yes No
- SHOPPER: Answer question 3B N/A if you visited during daytime hours.
- C. Was sufficient parking available? NA Yes No
4. LANDSCAPING: Was the landscaping well kept, and did it beautify the location? NA Yes No
5. PROMOTIONAL MATERIALS: Were promotional or event signs displayed in a professional manner? NA Yes No
6. GLASS: Were the glass windows and doors clean and free of fingerprints? NA Yes No
7. HOURS POSTED: Were store hours posted on the entry door? NA Yes No

Please explain this section's answers:

Interior

1. FLOORS: Were the floors clean and free of trash or debris? NA Yes No
2. AISLES: Were the aisles clear and unobstructed? NA Yes No
3. SHELVES: Were all shelves clean, organized and dust-free? NA Yes No
4. LIGHTING: Was the lighting effective and appropriate? NA Yes No
5. RESTROOMS: When you visited the restroom:
- A. Was it clean and ritually maintained? NA Yes No
- B. Was it adequately stocked with paper products? NA Yes No
6. FITTING ROOMS: If fitting rooms were available, were they:
- A. Clean and free of dust and debris? NA Yes No
- B. Free of merchandise from previous customers? NA Yes No

Please explain this section's answers:

Store Appeal

1. FLOW: Did the store flow in a way that promoted sales and was convenient to shoppers? NA Yes No
2. SIGNAGE (INT): Were all interior signs professional and appealing? NA Yes No
3. PRODUCT FACING:
- A. Were products faced? NA Yes No
- B. Were all end caps full? NA Yes No
4. MERCHANDISING: Was the merchandise:
- A. Organized? NA Yes No
- B. Engaging? NA Yes No
- C. Clearly priced? NA Yes No
5. COMFORT:
- A. If background music or a TV/DVD was playing, was it appropriate to the store's environment and played at a suitable volume? NA Yes No
- B. Was the temperature in the store comfortable? NA Yes No

Please explain this section's answers:

MANAGEMENT ACCOUNTABILITY & STAFFING

This section includes questions that are directly attributed to management. It is management's responsibility to set the team up to win.

MAS

1. APPEARANCE: Were the associates you observed easy to identify, well groomed and professional? NA Yes No
2. TEAMWORK: Did the associates appear to work as a team? NA Yes No
3. DEDICATION: Did the associates seem dedicated to their jobs, enthusiastic and pleasant? NA Yes No
4. STAFFING: Did you feel the staff level was appropriate considering the number of customers present in the store? NA Yes No
5. STAFF FOCUS:
 - A. Did you receive assistance in a reasonable amount of time? NA Yes No
 - B. How long did it take to receive assistance?
 - C. Were associates focused on handling customer inquiries efficiently? NA Yes No
6. CROWD CONTROL: If there was a crowd or a significant wait time, did the associates handle it professionally? NA Yes No

SHOPPER: For example, did the associates acknowledge waiting customers, offer to open additional registers, call in additional associates, etc.?

Please explain this section's answers:

SALES ASSOCIATE

This section includes questions related to Professionalism, Attitude, Knowledge and Salesmanship, which are the job competencies needed to successfully fulfill the sales associate position.

NOTE: Evaluate only ONE sales associate. If more than one associate assisted you, evaluate the one who assisted you the MOST.

SA

Sales Associate's Name:

Sales Associate's Description:

A. Gender:

[Choose one]

B. Height:

[Choose one]

C. Hair Length:

[Choose one]

D. Hair Color:

[Choose one]

E. Glasses:

NA Yes No

F. Other Descriptor:

Professionalism

1. GROOMING: Was the sales associate who assisted you:
 - A. Wearing a nametag? NA Yes No
 - B. Well groomed? NA Yes No
2. URGENCY: Did the sales associate greet you promptly as you entered the store? NA Yes No

SHOPPER: If the associate was assisting other customers, he/she should still acknowledge you.

3. FOCUS: Did the sales associate seem attentive and focused on you throughout the visit? NA Yes No

Please explain this section's answers:

Attitude

1. GREETING: Did the sales associate give you an enthusiastic, friendly greeting? NA Yes No

2. ENGAGING NON-VERBAL CUES: Did the associate engage you with:

A. A warm, enthusiastic expression and posture? NA Yes No

B. Direct eye contact? NA Yes No

C. A smile? NA Yes No

3. RAPPORT: Did the sales associate build rapport/make a connection during your visit? NA Yes No

NOTE: Rapport in business is defined as "making at least one statement/divergence having nothing to do with the sale or transaction in order to connect on a more human and personal level."

Caution: Appropriate topics only.

4. APPRECIATION: Did the associate offer a sincere thank you or comment of appreciation? NA Yes No

Please explain this section's answers:

Knowledge

1. CONFIDENCE: Did the sales associate appear confident when discussing the product or service? NA Yes No

Please explain this section's answers:

Salesmanship

1. NEEDS ASSESSMENT: Did the sales associate ask open-ended, probing questions to assess your needs? NA Yes No

SHOPPER: Associates should avoid asking yes/no questions.

2. ACTIVE LISTENING: Did the sales associate actively listen to your needs and demonstrate it by asking appropriate follow-up questions? NA Yes No

Please explain your answers to questions 1 and 2:

3. FEATURES & BENEFITS:

A. Did the associate explain the features of the product(s)? NA Yes No

B. Did he/she effectively move from the features to the benefits you personally might derive? NA Yes No

IMPORTANT: It would be difficult to answer Yes to this question if the associate did not ask probing questions to assess your needs. The associate would not know what your personal focus was with the purchase (i.e., price only, value, durability, color, brand name, etc.). To be effective, the associate must sell to YOU, not to a generic person!

Please explain HOW the associate moved you from the features of the product to the benefits you might personally derive from it:

4. **OVERCOMING OBJECTIONS:** Was the sales associate effective at overcoming an objection or concern? NA Yes No

Please describe your objection and explain how the associate handled it:

5. **EXPANDING THE SALE:** Did the associate suggestive sell or upsell? NA Yes No

SHOPPER: Suggestive sell = recommending an appropriate companion item to add on to the product in which you expressed an interest. Upsell = recommending a more expensive or better quality brand?

Please describe any item(s) the associate suggested:

6. **CLOSING THE SALE:** Did the associate attempt to close the sale in any noticeable way? NA Yes No

SHOPPER: This may be subtle. For example, the associate might ask if you intend to pay with cash or credit card or he/she might offer to carry your product(s) to the cash register for you.

Please explain your answer:

PURCHASE CASHIER DEPARTMENT ACCOUNTABILITY

This section includes questions that are directly attributed to purchase area managers and leads. It is management's responsibility to set the team up to win.

PCDA

1. **STAFFING:** Did you feel the number of open cash registers was appropriate considering the number of customers present in the store? NA Yes No

2. **STAFF FOCUS:**

A. Did you receive assistance in a reasonable amount of time? NA Yes No

B. How long did it take to receive assistance?

C. Were associates focused on handling customer inquiries efficiently? NA Yes No

3. **APPROPRIATE BEHAVIOR:** Did you note any instance where associates in this area engaged in unprofessional behavior? NA Yes No

SHOPPER: For example, were any associates leaning on a counter, talking to other associates instead of assisting customers, etc.

4. **ATMOSPHERE:** Please rate this area in terms of whether it was representative of a quality retailer?

SHOPPER: When rating the atmosphere, please take the following questions into consideration: Were the floors in this area swept or vacuumed? Was merchandise in this area presented in an attractive, organized fashion? Were signs and displays presented in a way that sells and represents excellence? Were impulse buys faced correctly? Were registers, scanner countertops, shelves and impulse buys clean and dust-free?

Please explain this section's answers:

PURCHASE CASHIER

This section includes questions related to Professionalism, Attitude, Salesmanship and Accuracy, which are the job competencies needed to successfully fulfill the cashier position.

NOTE: Evaluate only ONE cashier. If more than one cashier assisted you, evaluate the one who assisted you the MOST.

PCCashier's Name and/or Number:

Cashier's Description:

A. Gender: B. Height: C. Hair Length: D. Hair Color: E. Glasses: NA Yes NoF. Other Descriptor: **Professionalism**

1. GROOMING: Was the cashier who assisted you:

A. Wearing a nametag? NA Yes NoB. Well groomed? NA Yes No2. URGENCY: Did the cashier greet you promptly as you approached the register? NA Yes No3. FOCUS: Did the cashier seem attentive and focused on you throughout your interaction? NA Yes No

Please explain this section's answers:

Attitude1. GREETING: Did the cashier give you an enthusiastic, friendly greeting? NA Yes No

2. ENGAGING NON-VERBAL CUES: Did the cashier engage you with:

A. A warm, enthusiastic expression and posture? NA Yes NoB. Direct eye contact? NA Yes NoC. A smile? NA Yes No3. APPRECIATION: Did the cashier offer a sincere thank you or comment of appreciation? NA Yes No

Please explain this section's answers:

Salesmanship1. ASSURANCE: Did the cashier ask if you had found everything you were looking for or offer assistance in helping you find an additional item? NA Yes No

2. PROMOTION: Did the cashier promote or do any of the following:

A. An upcoming promotion or sale? NA Yes NoB. The store's website? NA Yes NoC. Educate you on products? NA Yes NoD. Offer you one or more product flyers, brochures or guides? NA Yes NoE. Give you a catalog? NA Yes NoF. Invite you to join a mailing list? NA Yes No

Please explain this section's answers:

Accuracy

1. QUOTE: Did the cashier verbally quote:

A. The total amount of the sale? NA Yes No

B. The amount tendered? NA Yes No

SHOPPER: If you paid with a credit card, answer this question N/A.

2. VERIFICATION: Did the cashier:

A. Give you correct change? NA Yes No

SHOPPER: If you paid with a credit card, answer this question N/A.

B. Give you a receipt without your having to ask? NA Yes No

3. RECEIPT: Did the receipt reflect the correct amount of your sale? NA Yes No

4. REGISTER PROTOCOL: Did the cashier close the cash register drawer after each transaction? NA Yes No

5. EXPECTATIONS: Did the cashier meet or exceed your expectations?

Please explain this section's answers:

BOTTOM LINE

The Bottom Line is a qualitative category which sums up the customer's experience.

BL

1. Choose one word to describe your experience at this location:

2. Choose one word to describe your sales associate:

3. Choose one word to describe your purchase cashier:

4. Would you return to this location as a regular customer? NA Yes No

5. What could this retailer do to make the experience better?

CUSTOM QUESTIONS

This section contains questions that are unique to this shop.

CQ

1. CUSTOM QUESTION #1: Was a Custom Question #1 listed for this shop at the above website? Yes No

Please type Custom Question #1 here:

Please answer Custom Question #1 here:

2. CUSTOM QUESTION #2: Was a Custom Question #2 listed for this shop at the above website? Yes No

Please type Custom Question #2 here:

Please answer Custom Question #2 here:

3. CUSTOM QUESTION #3: Was a Custom Question #3 listed for this shop at the above website? Yes No

Please type Custom Question #3 here:

Please answer Custom Question #3 here:

4. CUSTOM QUESTION #4: Was a Custom Question #4 listed for this shop at the above website? Yes No

Please type Custom Question #4 here:

Please answer Custom Question #4 here:

5. CUSTOM QUESTION #5: Was a Custom Question #5 listed for this shop at the above website? Yes No

Please type Custom Question #5 here:

Please answer Custom Question #5 here:

Additional Comments and Narrative

We have only asked specific service-oriented questions on this shop. If you have any additional information concerning this visit, you may tell us below. It can be on anything the client/partner would want to know to assist them in maintaining the best service in the industry.

Shopper

- Since you are judging someone else's performance in this report, how was your performance?
- Did you do the best job you are capable of doing?
- Would you be proud to sign your name to this job, as an example of your workmanship?
- If you have any questions, concerning making this shop the best, please e-mail your question / concern to qualitycontrol@aboutfacecorp.com.
- Before you hit SUBMIT, please make this your best, most descriptive work. Our clients deserve it, and you deserve to be paid our highest performance pay on every project.

Internal Information

1. Wow - Choose YES if the service at this location stood out as so exemplary that someone high-up must be told about it. [Choose]

Briefly describe why here:

2. Risk - Check this box if something so off the wall happened that someone high-up must be told about it. [Choose]

Briefly describe why here:

3. Fee Changes:

A. Scheduling Change:

B. Bonus Pay?

\$

Briefly describe the reason for the bonus pay:

C. Deduction:

\$

Briefly describe the reason for the deduction:

D. Typist's Initials:

Briefly describe the reason for the typing fee:

E. Editing Notes: