



# Service Excellence Report

Your Performance:

*Adequate*



**83.30%**

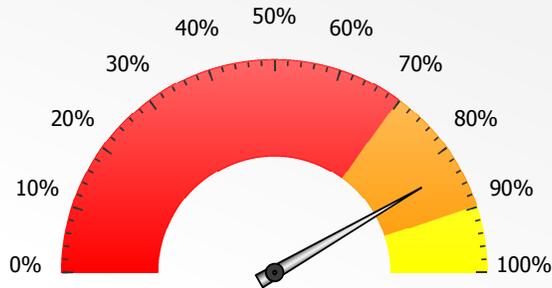
# Sample Retail Customer Service Evaluation



101 - Demo 101, 1125 N. Simpson Drive, Ste. H, Warrensburg, MO, 64093

2014-08

## Survey Score



# 83.3%

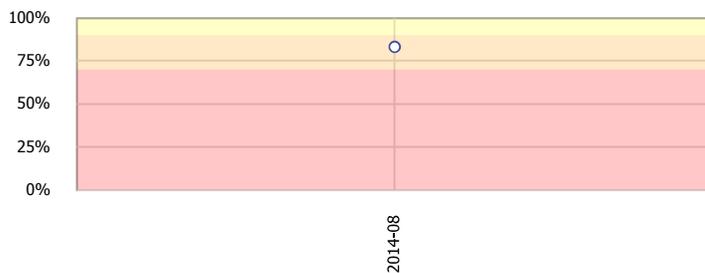
## Section Summary

	Current	Previous	Diff.
EXTERIOR	66.7%	-	-
INTERIOR	33.3%	-	-
GREETING	66.7%	-	-
STORE IMAGE	66.7%	-	-
RESTROOMS	100.0%	-	-
ASSOCIATE INTERACTION	100.0%	-	-
CHECKOUT & DEPARTURE	100.0%	-	-
OVERALL EXPERIENCE	100.0%	-	-
<b>TOTAL</b>	<b>83.3%</b>	-	-

■ Scored 
 ■ Missing

Previous: Previous Survey

## Overall Trend



## Your Rank

Current Previous Diff.

### Company Overall

**3** **3**  
(of 3) (of 3)

### National:

**3** **3**  
(of 3) (of 3)

Current: 2014-08  
Previous: 2013-08



**Attention Areas**

	Missing / Possible
<p><b>EXTERIOR</b></p> <p>Did you notice any employees smoking in an area that is visible to customers?</p>	<b>5</b> / 5
<p><b>INTERIOR</b></p> <p>Was the entrance floor/carpet clean and free from litter?</p>	<b>5</b> / 5
<p><b>INTERIOR</b></p> <p>Was the temperature comfortable?</p>	<b>5</b> / 5

**Improving your performance on these questions would increase your score for this visit by 10.0%, giving you a total of 93.3%.**

 The questions displayed above are those for which you received only partial or no credit, and which most negatively impact your overall score. Focusing your attention on these critical areas in the future will help increase your overall scores.





## Sample Retail Customer Service Evaluation

Location: 101 - Demo 101 - 1125 N. Simpson Drive, Ste. H, Warrensburg, MO 64093  
 Date: Friday, August 01, 2014  
 Time: 8:21 PM

**Survey Total: 83.33% (125 / 150)**

### EXTERIOR

**66.67% (10 / 15)**

- |   |                |
|---|----------------|
| <b>1. Were you able to see the retail establishment clearly from the road?</b>                      | <b>Yes</b>     |
| <b>2. Was there ample parking near the front of the building?</b>                                   | <b>Yes</b> 5/5 |
| <b>3. Did you notice any employees smoking in an area that is visible to customers?</b>             | <b>Yes</b> 0/5 |
| <b>4. Did you find the entrances to be clearly marked, so you knew where to enter the building?</b> | <b>Yes</b> 5/5 |

**Comments:**

The well lit signage was visible for a mile prior to approaching the parking lot. There was ample parking for myself and other customers. Employees, outside of the building, were gathering carts or sweeping the sidewalk in front of the well marked entrance. There were no employees smoking or taking a break near the entrance or front of the building.

### INTERIOR

**33.33% (5 / 15)**

- |   |                |
|---|----------------|
| <b>5. Were the windows and doors clean and smudge proof?</b>        | <b>Yes</b> 5/5 |
| <b>6. Was the entrance floor/carpet clean and free from litter?</b> | <b>No</b> 0/5  |
| <b>7. Was the temperature comfortable?</b>                          | <b>No</b> 0/5  |

**Comments:**

The windows and doors were clean without smudges; however, the carpet had candy wrappers and several leaves compiled at the entrance door. It was not a particularly hot day but it seemed warm inside the building.

### GREETING

**66.67% (10 / 15)**

- |  |                |
|--|----------------|
| <b>8. Were you greeted upon entering the store?</b>                | <b>Yes</b> 5/5 |
| Sally  |                |
| <b>9. Did an associate say "Welcome" to you upon entering?</b>     | <b>Yes</b> 5/5 |
| <b>10. Were there shopping carts available and easy to access?</b> | <b>No</b> 0/5  |

**Comments:**

Sally greeted me with a smile on her face. She asked if I needed help finding anything. The carts were neatly lined up. When I tried to remove one from the line, it was stuck. Sally quickly assisted me and taught me a trick to quickly detach them if that ever happens again.

Sally was very friendly. Her thoughtfulness to eagerly help me was appreciated. I would have preferred to have the carts already separated prior to my entrance.

### STORE IMAGE

**66.67% (10 / 15)**

- |  |                |
|--|----------------|
| <b>11. Was the retail product area clean and neatly displayed?</b> | <b>Yes</b> 5/5 |
| <b>12. Were there any displeasing odors inside the store?</b>      | <b>No</b> 5/5  |
| <b>13. Did you notice any products that were unstocked?</b>        | <b>No</b> 0/5  |

**Comments:**

Each product appeared to be recently stocked. I searched trying to find something missing on the shelves and couldn't. Several promotional items were marked clearly. All displays were positioned appropriately with out being in the way of customers or hiding other merchandise. There were no displeasing odors noticeable inside the store.

**RESTROOMS****100.00% (15 / 15)**

- 14. Was the restroom clean and odor free?** Yes 5/5
- 15. Was the restroom stocked with an ample supply of toiletries?** Yes 5/5
- 16. Did the facilities appear to be in working order?** Yes 5/5

**Comments:**

The ladies restroom was well stocked with toiletries, clean and odor free. The air freshener left a light lemon sent throughout the restroom. All the sinks and toilets appeared to be in working order without any noticeable water leaks. The automatic hand dryers worked properly. The soap and paper towels were all full. The trash had been recently changed and was empty.

**ASSOCIATE INTERACTION****100.00% (30 / 30)****Please name and describe the first associate you sought help from.**

Charles

- 17. Was the associate wearing a visable name tag?** Yes 5/5
- 18. Was the associate wearing a retail establishment type of advertismnt?** Yes 5/5
- 19. While interacting with this associate, did you notice the associate with candy, gum or tobacco in their mouth?** No 5/5
- 20. Was the associate dressed appropriately?** Yes 5/5
- 21. Please ask a question about the retail establishment or a specific product and note the response given:**

Charles approached me and asked if I was finding everything ok. I told him I had been unsuccessful in finding a replacement spring for my screen door. He smiled and quickly showed me where they were. Charles assisted me in finding the correct spring for my door.

- 22. Did you find the associate trying to listen and understand your needs?** Yes 5/5
- 23. Did the associate offer any additional help or exceed your expectations?** Yes 5/5

Charles asked if I needed replacement screening or lubricant for the hinges. He then asked if there was anything else he could help me with.

**Comments:**

Each associate I saw greeted me with a smile and a non-business greeting. Charles was courteous and helpful in finding the replacement part I needed. He was attentive to my needs and seemed knowledgeable about his job. He was neatly dressed and well groomed.

**CHECKOUT & DEPARTURE****100.00% (35 / 35)**

- 24. Was the cashier wearing a name tag?** Yes 5/5
  - 25. Name of cashier:**
- Sheila
- 26. Was the cashier friendly?** Yes 5/5
  - 27. Did the cashier greet you with a smile and eye contact?** Yes 5/5
  - 28. Did the cashier ask if you found everything alright?** Yes 5/5
  - 29. Were you given a receipt and the right amount of change back?** Yes 5/5
  - 30. If you were purchasing alcohol or tobacco products, were you asked for identification?** N/A
  - 31. Were you thanked for your purchase?** Yes 5/5
  - 32. Did someone, other than the cashier, speak to you as you left?** Yes 5/5

**Comment:**

Sheila was wearing a name tag and was quite friendly, yet professional, during our interaction. She did give me the correct change and thanked me for my purchase. Before leaving the location, another associate did tell me, "Good day" before I exited.

**OVERALL EXPERIENCE****100.00% (10 / 10)**

- 33. During your visit, did you find anything to be confusing or not clearly marked?** No 5/5
- Everything was easy to find and well communicated on the marquee above each aisle.
- 34. Based on this experience ONLY, would you return to this establishment and recommend it to others?** Yes 5/5

**Overall Comments:**

Sally's greeting left a warm welcome upon entering. She went beyond my expectations when helping me set the cart free. I would have preferred to not wrestle with the cart, but she helped it be a positive experience.

Charles was confident regarding product location. I knew I would find what I was searching for due to his product knowledge. His willingness to stay with me, making sure I found everything, was greatly appreciated. He took his time to understand my needs and made sure I was satisfied.

Sheila smiled from ear to ear while I loaded my items on the check out counter. She asked if I found everything all right and if there was anything else I needed. She then asked if I would like to add a gift card for a friend or loved one. I declined, but thanked her.

Sheila carefully sacked my items and gave me the total of \$23.67. I handed her one twenty and one ten dollar bill. She counted my change back correctly and handed me the receipt. She explained the return policy and told me to make sure I hang on to my receipt, if I thought I might need to return anything. Sheila thanked me for shopping and invited me to return Friday for their 20% sale.

John was at the exit thanking customers and informing them of the sale this Friday. He was not wearing a name tag but I overheard another customer call him by name. John was approximately 6' tall, with short blond hair, and in his early 20's. He thanked me for shopping, made sure I knew about the sale and told me to have a nice day.

**Survey Total: 83.33% (125 / 150)**

