

# FBD RETAIL EXCELLENCE IRELAND AWARDS - MYSTERY SHOPPING ASSESSMENT TOOL



**Result**

**0%**

**Mystery Shopper:** In each of the sections below please complete the comment box noting: **1]** Where marks have been deducted, please clearly explain why. **2]** Please give full and informative commentary. **3]** Please ensure that where stores have exceeded expectations for their sector, they are awarded the bonus points (highlighted in red) available. **4]** Please only complete sections marked in yellow. **5]** No purchase required.

<b>Store:</b>	<b>Date/Time:</b>
<b>Location:</b>	<b>No. of Customers:</b>

Section 1: Exterior Standards - General Exterior & Window Standards	0	45	Comments
1.01 Was the store easily visible?		5	
1.02 Was the exterior litter free?		5	
1.03 Was the exterior well maintained? (Paintwork in good condition etc)		5	
1.04 Were the windows clean and tidy? Were signs professionally displayed/no old cellotape visible etc?		5	
1.05 Were signs professionally displayed/no old cellotape visible etc?		5	
1.06 Did the store encourage entry? (e.g. was door open/were the window displays enticing?)		5	
1.07 Did the store use cues (signs/colour/light) to attract attention?		5	
1.08 Did the windows allow for eye-line into the store?		5	
1.09 Did the standard of the exterior and window display exceed expectations for this sector?		5	

**General Comments Regarding External & Window Displays:**

Section 2: Merchandising Standards - Product Presentation	0	30	Comments
2.01 Were categories well communicated - either brand/product/size/colour?		5	
2.02 Were products presented professionally? Faced correctly, neat, tidy and easy to see with no gaps and no overstocking?		5	
2.03 Did the store encourage sales through merchandising (front fixtures on entry to store / till area / and other hot spots in the store)?		5	
2.04 Were products clearly priced and was it easy to differentiate between RRP & value lines?		5	
2.05 Did any displays strongly encourage impulse buying?		5	
2.06 Did the standard of product presentation exceed expectations for this sector?		5	

**General Comments Regarding Merchandising:**

Section 3: Housekeeping Standards	0	25	Comments
3.01 Was it comfortable and easy to move around the store - e.g. no products/displays blocking aisles?		5	
3.02 Was there a good standard of housekeeping? Shelves dust free and floor clean throughout the store?		5	
3.03 Were all lights functioning?		5	
3.04 Was the till area clean and clutter free?		5	
3.05 Did the standard of housekeeping exceed expectations for this sector?		5	

**General Comments Regarding Housekeeping:**

Section 4: Store Design Standards/Environment - Use of Colour, Lighting, Temperature and Music	0	25	Comments
4.01 Did the store make good use of functional lighting?		5	
4.02 Was the temperature in the store comfortable?		5	
4.03 Was there low background music playing?		5	
4.04 Did the store use colour and Point of Sale material to create a strong visual impact?		5	
4.05 Did the overall ambience in this store exceed expectations for this sector?		5	

**General Comments Regarding Design & Environment:**

Section 5: Service Standards - [1] Acknowledgement & Greeting	0	30	Comments
5.01 Was it easy to locate staff?		5	
5.02 Could you easily identify staff members (uniform/name badges)?		5	
5.03 Were staff customer aware? If staff were busy with other customers were they aware of the Mystery Shoppers' presence in the store?		5	
5.04 If the staff member did not proactively approach you, how did staff react when the Mystery Shopper approached the staff member?		5	
5.05 Was staff department to a high standard? Were staff chewing gum or consuming food? (no food/drink should be visible to customers)		5	
5.06 Did the welcome from staff members exceed expectations for this sector?		5	

<b>Section 5: Service Standards - [2] Standard of Service</b>		<b>0</b>	<b>60</b>	<b>Comments</b>
5.07 How long were you waiting to be served - was it an acceptable length of time? (Please take into account the customer : staff ratio)			5	
5.08 Did the staff member deal with the enquiry with confidence? Did they smile, make good eye contact and appear to have a genuine interest in the Mystery Shopper?			5	
5.09 Did the staff members listen to your needs and ask relevant open-ended questions?			5	
5.10 Did the staff member portray good product knowledge?			5	
5.11 Did the staff member try to develop the sale by up selling / link selling any product or service?			5	
5.12 Did the staff member make a purchase recommendation?			5	
5.13 Was the staff member in control of the transaction - i.e. did the staff member give you confidence that they could 'sell' to you, rather than you 'buying' from them?			5	
5.14 Did the staff member make every effort to close the sale? If so, how?			5	
5.15 Did the staff member provide a high level of co-operation, customer service and display enthusiasm?			5	
5.16 Did the staff member try to overcome your price objections in a confident and encouraging manner?			5	
5.17 Do you feel that the level of customer service received would encourage you to shop in this store by choice? Please explain your answer.			5	
5.18 Did the standard of service from staff exceed expectations for this sector?			5	
<b>Section 6: Additional Information - No scoring required</b>				
6.01 Do you feel there was an adequate number of staff in the store?	0	0		
6.02 Where a tagging system is in place and where the opportunity arose for you to observe a purchase, were goods correctly deltagged?	0	0		
6.03 Where you had the opportunity to observe a purchase, was it handled efficiently, courteously and in a professional manner?	0	0		
<b>General Comments Regarding Service:</b>				
<b>TOTAL SCORE</b>		<b>0</b>	<b>215</b>	
Overall Comments on store visit				

