

Outlet Name: **Store 1**  
Location: **Location 1**  
Date: **01/07/2019**  
Arrival Time: **09:00 am**  
Departure Time: **09:15 am**  
Busy: **Yes**  
Customers: **10**  
Number Staff: **3**  
Maintenance Issues: **No maintenance issued noted**  
Assistant: **Hannah - Female, 20s, Brown shoulder length hair**

**Overall Percentage: 100%**

Customer Percentage: **100%**  
Operational Percentage: **100%**



*I'm looking for a bottle of gin as a gift, do you have something that's Australian?*

**Part 1: Customer Focus/Sales Interaction**

**Rating Achieved**

**Max Rating**

**TOTAL PART 1**

**110**

**110**

**Greeting**

Were you acknowledged by eye contact and / or a welcoming smile when entering the outlet? Describe the greeting you received.

**10**

**10**

**I was greeted in a friendly manner by the assistant on my approach**

**Browsing**

When browsing the outlet were you offered assistance in a reasonable time frame? Apply tolerance if the store was busy

**10**

**10**

**I was approached within a minute of browsing near the liquor area**

**Staff Activity**

Describe the activity of the staff present when you arrived. Were all staff occupied serving customers, actively waiting to serve new customers or otherwise engaged in productive tasks? Note whether the staff were talking to each other

**10**

**10**

**The assistants were actively serving customers or tidying up around the outlet**

**Customer Interest**

Please describe your impression of the assistant. Note whether the assistant was enthusiastic and genuinely interested in you as a customer.

**10**

**10**

**The assistant appeared genuinely interested in me as a customer, I was given a great deal of help**

**Destination/Duty Free Allowance**

Describe whether the assistant helped you understand the duty free allowances. Note whether the assistant asked your destination without prompt

**10**

**10**

**I was immediately asked my destination and told of my liquor allowances**

### Arrivals Pre Order

Describe whether the assistant asked you if you were returning to Christchurch and if they advised you about arrivals pre-order.

10

10

**I was asked about my return to the airport and told about the option for arrivals perorder**

### Supporting Information

Describe in one - two sentences how the assistant provided you with additional information about the product to support your purchase

10

10

**I was told about the different gins they stocked, and shown the Australian options**

### New Category

Describe whether the assistant took you to a new category to the one you started in during your interaction. E.g. if you started in Liquor were you taken to fragrance or Tech?

10

10

**I was encouraged to explore the tech area of the store after we were done discussing liquor**

### Touch Hold

Describe how the assistant tried to encourage you to hold, touch, or inspect the product.

10

10

**I was handed a bottle to look at closely to better determine if it was right for me**

### Upsell

Describe whether the assistant tried to up sell at at time throughout the sale. Note if they suggested a more premium version of the product you looked at or if they encouraged a larger size.

10

10

**I had a larger bottle suggested to me as an upsell**

### Cashier Promotion

Describe your encounter with the cashier at the counter and note whether they attempted to up sell your order with counter offers (small liquor, candy etc)

10

10

**When making a purchase at the counter, I had a counter item suggested to me**

Part 2: Operational Standards

Rating Achieved

Max Rating

TOTAL PART 2

45

45

Attention Seeker

From outside the store did you observe attention seekers, promotions and/or special value (sale) merchandise that caught your attention? Describe the attention seeker, promotion or special offer you observed

5

5

Attention seekers visible for multibuy deals on select liquor

Attractive Merchandise

Were the merchandise displays and shelves strongly presented and fully stocked without any gaps (Consideration if busy) ? Describe the merchandise display you observed

5

5

All merchandise was displayed in an orderly and attractive manner with no gaps in stock

Visible Prices

Was it easy to see the price of each item you looked at? Describe the prices you observed

5

5

Pricing for each item was visible via shelf labels in clear view

Teamwork

Did you observe staff working together as a team helping each other? Describe the team approach you observed.

5

5

All staff were working together to keep up with customer demand

Grooming

Was the assistant dressed appropriately for the brand and groomed to a high standard? Describe the appropriateness / professionalism of the assistants appearance

5

5

The assistant was wearing professional attire appropriate for the outlet was well groomed

Cleanliness

Was the outlet generally clean, particularly floor surfaces and displays (free of dust)? Describe whether the outlet was clean and tidy.

5

5

The outlet was clean and tidy everywhere, no mess present

### Store Maintenance

Please describe how easy it was to navigate your way through the outlet. Note any obstructions and maintenance issues that you observed.

5

5

**The store was well maintained with no lights out or inactive stocking in view**

### Farewell

When leaving the store did you receive a genuine thanks as a customer? Please describe the farewell you received when leaving the store. Note whether the assistant smiled and gave eye contact

5

5

**I was given a friendly farewell when leaving the outlet by the assistant**

### Overall Experience

Was your overall experience in the outlet positive, upbeat and worthy of a return visit? Describe how you felt about your duty free experience and if you would return

5

5

**I left the outlet feeling valued, I would definitely return again in future**

### Highlights Additional Comments

*My experience at this outlet was very positive. The assistant who helped me, Hannah, was very engaging and seemed more than happy to offer help. The outlet itself was clean and tidy and I would return again in future*

