



RETAIL PERFORMANCE

Example Airport

Executive Summary

Mystery Shopping Report
July 2019

AIRPORT IMAGE

Overview

July 2019

RPL conducted a total of 36 audits at various times throughout the day between Tuesday 2nd July and Wednesday 17th July 2019

- In total
 - 19 x Specialty Retail
 - 13 x Food & Beverage
 - 3 x Foreign Exchange
 - 1 x Duty Free
- [STORE] permanent outlet added to the rankings, [STORE] removed
- Next audit due September 2019 based on bi-monthly audits
- Please note, additional in depth information and rating breakdowns for all stores can be found online via the links provided (NOT AVAILABLE FOR EXAMPLE)

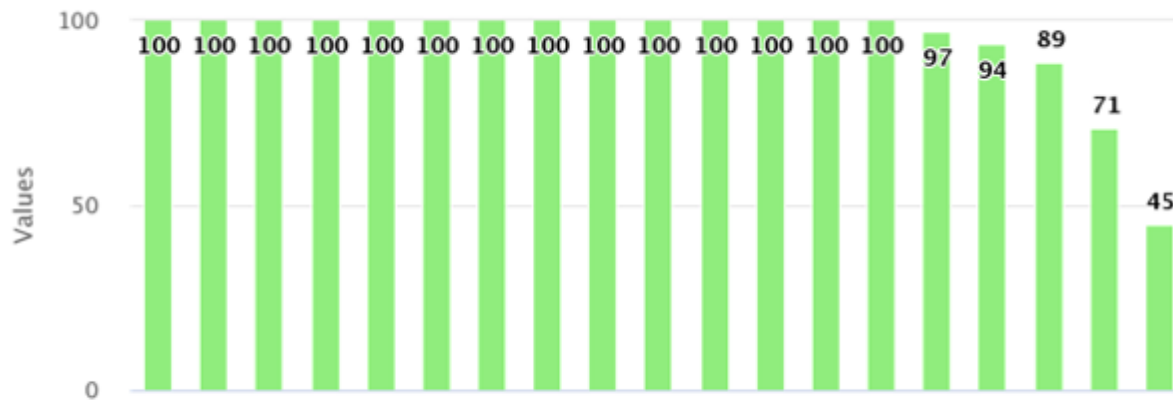
Key Observations/Highlights

July highlights:

- A strong result overall for Airport 1, particularly in General Retail
- 21 outlets achieved perfect ratings in July (14 General Retail, 5 Food & Beverage, 2 Foreign Exchange) Up from 17 in May
- 31 outlets achieved benchmark ratings or above (18 General Retail, 11 Food & Beverage, 2 Foreign Exchange) The same as in May
- All 3 categories exceeded benchmark rating of 87% once again. 94% for General Retail and Foreign Exchange and 92% for Food & Beverage
- The most improved outlet was [STORE], up 18% from its May result. Icons took second place, a significant improvement from being the lowest performer previously. The lowest performer for July was [STORE], down a disappointing 46% due to poor customer service
- Another very strong result for General Retail, with an impressive 14 perfect ratings, up from May. Only 2 outlets missed benchmark, but these performances were significantly below standard.
- Food & Beverage dipped on average when compared to May, but continued to achieve mostly positive results overall. One outlet was significantly below benchmark.
- Foreign Exchange rises from its previous dip and achieves 2 perfect ratings. One outlet (Airside) noted issues, with the customer suggesting against using the service
- **6 Month YTD rolling averages**
- *Following the July audit, Food & Beverage operates the highest at 94% (7% above benchmark). Foreign Exchange and General Retail both continue to share second at 92% (5% above benchmark)*
 - 32 individual outlets are operating between a perfect 13% (4 General Retail outlets) and 0% above benchmark (17 General Retail, 12 Food & Beverage, 3 Foreign Exchange)
 - 4 Individual outlets are operating between -3% and -7% below benchmark
 - Collectively, the combined YTD rolling average for all stores remains the same at 93% (6% above benchmark)

Results Summary – General Retail

General Retail Overall Information July 2019



Key Findings

- General Retail achieved a category average of 94%, down from 96% in May
- 14 outlets achieved perfect ratings, up from 10 in May
- [STORE], [STORE], [STORE] and newcomer [STORE] are all operating at a perfect 100% rating
- 17/19 outlets achieved benchmark (16/21 in May)
- Issues with engagement noted as a primary factor in low performers, with [STORE] noting a negative engagement with a customer

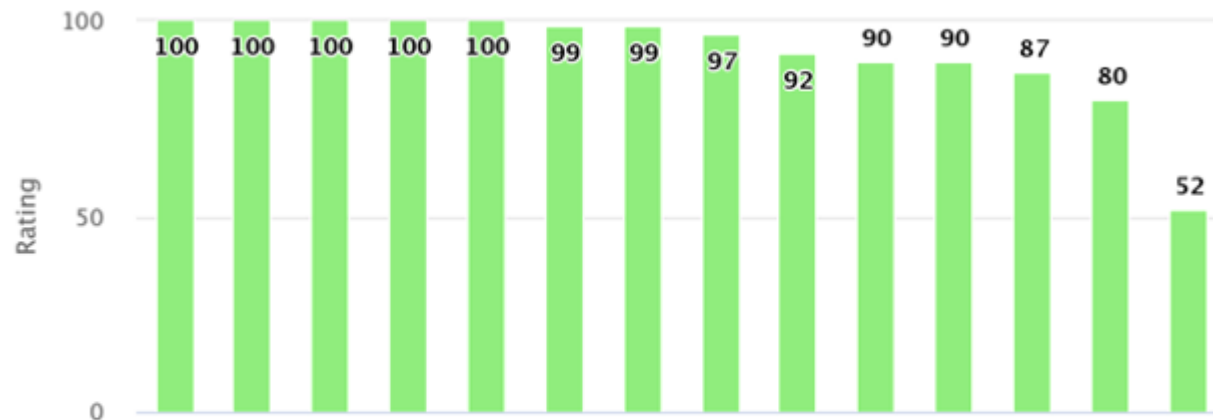
Results Summary – General Retail

General Retail	Sep-18	Nov-18	Jan-19	Mar-19	May-19	Jul-19	YTD Ave	B'mark	Var +/-
STORE TITLES	100%	100%	100%	100%	100%	100%	100%	87%	13%
	100%	100%	100%	100%	100%	100%	100%	87%	13%
						100%	100%	87%	13%
	97%	100%	100%	100%	100%	100%	100%	87%	13%
	97%	100%	100%	99%	100%	100%	99%	87%	12%
	99%	100%	97%	100%	97%	100%	99%	87%	12%
	100%	100%	100%	100%	100%	89%	98%	87%	11%
	90%	97%	100%	100%	100%	100%	98%	87%	11%
			100%	89%	93%	100%	96%	87%	9%
	100%	97%	90%	80%	100%	97%	94%	87%	7%
	90%	100%	100%	82%	85%	100%	93%	87%	6%
	83%	90%	100%	100%	83%	100%	93%	87%	6%
	95%	75%	77%	100%	100%	100%	91%	87%	4%
	65%	100%	100%	80%	93%	100%	90%	87%	3%
	93%	57%	93%	100%	97%	92%	89%	87%	2%
	95%	49%	100%	100%	85%	100%	88%	87%	1%
	51%	100%	84%	100%	100%	94%	88%	87%	1%
	73%	97%	46%	100%	99%	71%	81%	87%	-6%
	49%	97%	65%	82%	90%	100%	81%	87%	-6%
	100%	79%	85%	80%	91%	45%	80%	87%	-7%
Average Rating	88%	91%	91%	94%	95%	94%	92%	87%	5%

General Retail achieved a category average of 94%, down from May. YTD rolling average for the category remains the same at 5% above benchmark. As of July 2019, 3 outlets are operating below benchmark YTD (Same as in May)

Results Summary – Food and Beverage

Food & Beverage Overall Information July 2019



STORE TITLES

Key Findings

- Food & Beverage achieved a category average of 92%, down from 96% in May
- 5 outlets achieved perfect ratings, down from 6 in May
- 12/14 outlets achieved benchmark (12/13 in May)
- YTD, [STORE] remained the highest performer in the category, now at 12% above benchmark
- Offering a receipt the most noted issue across multiple outlets. More outlets offered upsell than in the past, a positive improvement

Results Summary – Food and Beverage

Food & Beverage	Sep-18	Nov-18	Jan-19	Mar-19	May-19	Jul-19	YTD Ave	B'mark	Var +/-
STORE TITLES	100%	97%	95%	100%	100%	100%	99%	87%	12%
	100%	90%	100%	95%	100%	97%	97%	87%	10%
	97%	99%	87%	100%	100%	100%	97%	87%	10%
	97%	93%	94%	99%	95%	99%	96%	87%	9%
	100%	93%	97%	99%	95%	87%	95%	87%	8%
	89%	100%	92%	100%	100%	90%	95%	87%	8%
	93%	100%	90%	87%	100%	99%	95%	87%	8%
	100%	87%	89%	100%	89%	100%	94%	87%	7%
	97%	73%	100%	100%	85%	100%	93%	87%	5%
	83%	90%	92%	100%	97%	80%	90%	87%	3%
	63%	100%	100%	87%	100%	90%	90%	87%	3%
	100%	75%	91%	84%	93%	100%	89%	87%	2%
	97%	97%	97%	65%	97%	52%	84%	87%	-3%
Average Rating	93%	91%	94%	94%	96%	92%	93%	87%	6%

Food & Beverage achieved a category average of 92%, down from 96% in May. YTD, the category average dips slightly to 6% above benchmark. As of July 2019, all stores except for [STORE] are above benchmark

Results Summary – Foreign Exchange

Foreign Exchange Overall Information July 2019



Key Findings

- Foreign Exchange noted a category average of 94%, up from 90 in May
- 2 outlets achieved perfect ratings, up from 1 in May
- 2 outlets achieved benchmark, the same as in May. Airside narrowly misses out at 82%
- Issues with the assistant suggesting against using the service were the only problems noted

Results Summary – Foreign Exchange

Foreign Exchange	Sep-18	Nov-18	Jan-19	Mar-19	May-19	Jul-19	YTD Ave	B'mark	Var +/-
STORE TITLES	100%	100%	84%	95%	100%	100%	97%	87%	10%
	100%	100%	61%	98%	82%	100%	90%	87%	3%
	82%	89%	93%	98%	87%	82%	89%	87%	2%
Average Rating	94%	96%	79%	97%	90%	94%	91%	87%	4%

YTD, [STORE] remains at 10% above benchmark. [STORE] dips slightly to 2%, with [STORE] remaining at 3% above benchmark

Monthly Ranking – All Categories

RANK	ABOVE Benchmark - All Stores	RATING	CATEGORY
1	STORE TITLES	100%	Food & Beverage
1		100%	Food & Beverage
1		100%	Food & Beverage
1		100%	Food & Beverage
1		100%	Food & Beverage
1		100%	Foreign Exchange
1		100%	Foreign Exchange
1		100%	General Retail
1		100%	General Retail
1		100%	General Retail
1		100%	General Retail
1		100%	General Retail
1		100%	General Retail
1		100%	General Retail
1		100%	General Retail
1		100%	General Retail
1		100%	General Retail
1		100%	General Retail
1		100%	General Retail
1		100%	General Retail
1		100%	General Retail

RANK	ABOVE Benchmark - All Stores	RATING	CATEGORY
2	STORE TITLES	99%	Food & Beverage
2		99%	Food & Beverage
3		97%	Food & Beverage
3		97%	General Retail
4		94%	General Retail
5		92%	Food & Beverage
6		90%	Food & Beverage
6		90%	Food & Beverage
7		89%	General Retail
8		87%	Food & Beverage

Monthly Ranking – All Categories

RANK	BELOW Benchmark - All Stores	RATING	CATEGORY
9	STORE TITLES	82%	Foreign Exchange
10		80%	Food & Beverage
11		71%	General Retail
12		52%	Food & Beverage
13		45%	General Retail

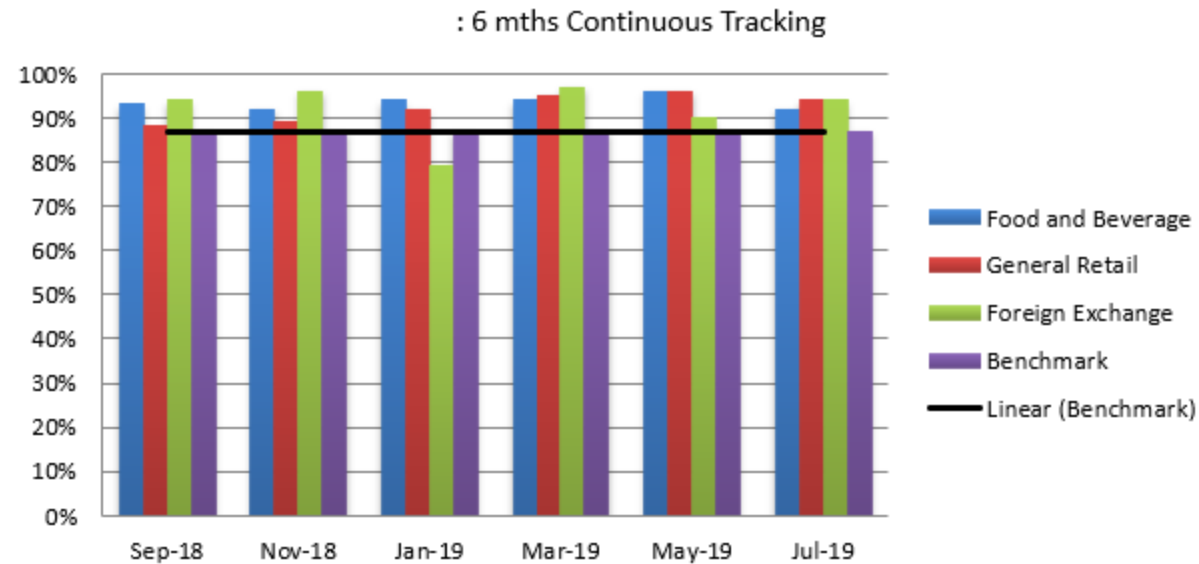


Dashboard Table – High 5 / Low 5

RANK	HIGH Performers - All Stores	RATING	Var +/-	CATEGORY
1	STORE TITLES	100%	18%	Foreign Exchange
2		100%	17%	General Retail
3		100%	15%	General Retail
3		100%	15%	Food & Beverage
3		100%	15%	General Retail

RANK	LOW Performers - All Stores	RATING	Var +/-	CATEGORY
1	STORE TITLES	89%	-11%	General Retail
2		80%	-17%	Food & Beverage
3		71%	-28%	General Retail
4		52%	-45%	Food & Beverage
5		45%	-46%	General Retail

Dashboard Table – High 5 / Low 5



All 3 categories achieved ratings above benchmark, with a relatively consistent result across all three. General Retail and Foreign Exchange achieved a rating of 94%, with Food & Beverage at 92%