

For Official Use

Date Received	
Date of QC	

Project MS EP - Mystery Shopping Form

A. STORE DETAILS

(Mystery Shopper to fill in adhering to Field Supervisor's assignment)

A1. Country	Thailand <input type="checkbox"/>	Malaysia <input type="checkbox"/>
A2. Store ID		
A3. Store Name		
A4. Store Location		
A5. Wave	1 <input type="checkbox"/>	2 <input type="checkbox"/>
A6. Province		
A7. Channel	MDT <input type="checkbox"/>	Retail <input type="checkbox"/>
A8. Region	Choose from the list	
A9. Promoter Type	Full time <input type="checkbox"/>	Part Time <input type="checkbox"/> Non Epson Promoter <input type="checkbox"/>
A10. Store Address		

B. MYSTERY SHOPPING DETAILS

(Mystery Shopper to fill in, adhering to Field Supervisor's assignment)

B1. Mystery Shopper ID			
B2. Date of Visit			
B3. Month of Visit	<input type="checkbox"/> ₁ Jan <input type="checkbox"/> ₂ Feb		
B4. Day of Visit	<input type="checkbox"/> ₁ Mon <input type="checkbox"/> ₂ Tue <input type="checkbox"/> ₃ Wed <input type="checkbox"/> ₄ Thu <input type="checkbox"/> ₅ Fri <input checked="" type="checkbox"/> ₆ Sat <input type="checkbox"/> ₇ Sun		
B5. Time Started (24hr format)	:	B5. Time Ended (24hr format)	:
B6. With this store address, are you able to find the store?	<input type="checkbox"/> ₁ Yes <input type="checkbox"/> ₂ No		
B7. Take a photo of the storefront with the signage and store name visible.	<input type="checkbox"/> ₁ Yes <input type="checkbox"/> ₂ No		
B8. What was the Focus Model Printer Spotted in the store			

B9. Outlet Type [SA]

1. EPS – Epson Store
2. Non EPS – Non Epson Store
3. SVOA [Thailand Only]

4. None of the Above

B10. Name of the Promoter / RSP

Name :

	Malaysia		Thailand	
EPSON FOCUS MODELS	L360	L405	L360	L4160

C. STORE EXTERIOR

SHOPPER INSTRUCTION:

BEFORE you enter the store, from outside the store, check for POSM outside the store, i.e. any type of point of sale material including store branded POSM featuring **INKJET PRINTERS** brand which brand dominates the POSM outside the store
...what type of POSM visible outside the store?

C1	Which INKJET PRINTER brands have POSMs visible from outside the store? [MA]	Code	Route
	Brother	1	
	Canon	2	
	Epson	3	
	HP	4	
	Lexmark	5	
	Others (Please specify_____)	6	

C2	Which was the most dominant INKJET PRINTER brand in terms of POSM visibility from outside the store [i.e. which was the most noticeable]? [SA]	Code	Route
	Brother	1	
	Canon	2	
	Epson	3	
	HP	4	
	Lexmark	5	
	Others (Please specify_____)	6	

D. STORE INTERIOR

SHOPPER INSTRUCTION:

Enter the store and look out for any POSM (e.g. leaflets, posters, shelf displays, stands etc.) on display in-store, including store branded marketing material featuring INKJET PRINTER brands.

D1	Which INKJET PRINTER brands have POSMs visible <u>inside the store</u> ? [MA]	Code	Route
	Brother	1	
	Canon	2	
	Epson	3	
	HP	4	
	Lexmark	5	
	Others (Please specify _____)	6	

D2	Which was the most dominant INKJET PRINTER brand in terms of POSM inside the store [i.e. which was the most noticeable]? [SA]	Code	Route
	Brother	1	
	Canon	2	
	Epson	3	
	HP	4	
	Lexmark	5	
	Others (Please specify _____)	6	

D3	Was the [FOCUS Brand's] POSM visible inside the store?	1	Yes		2	No
D4	Was the store clean & tidy?	1	Yes		2	No

D5	How would you rate the store ambience / environment in terms of the following – (Rate on a scale of 1-5 with 5 being Excellent, 1 being Poor)	Enter Code				
D5.1	Air conditioning					
D5.2	Sufficient Lighting in the store					

D6.1	Was the focus model prominently displayed at the shop front?	1	Yes		2	No
D6.2	Did you see EPSON logo prominently displayed at the Live counter / Display	1	Yes		2	No

EPSON Marketing Collaterals check

D7	Which of the following EPSON POSMs did you notice at the shop front?					
D7.1	Brochures / Leaflets	1	Yes		2	No
D7.2	Posters / Banners	1	Yes		2	No
D7.3	Bottom Tray	1	Yes		2	No
D7.4	Shelf talker	1	Yes		2	No

D7.5	Epson Wobbler (No.1 / Wi-Fi / Duplex)	1	Yes		2	No
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D8	Any observation that you would like to highlight regarding store display?
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Mystery Shopper Note - Please use the following script to start the conversation with the Promoters

You are looking for an INKJET PRINTER for your home for general use and your budget is around **200 – 600 MYR / 4000 – 5000 THB**. Could you recommend me a brand of INKJET PRINTER Please...?

E. ENGAGE

SHOPPER INSTRUCTION:

Walk within 2 meters of the [FOCUS MODEL] counter

E1	How much time did the promoter / RSP take to greet you after making an eye contact?	More than 2 min	2 min	1 min	30 Sec	10 sec
		1	2	3	4	5

E2	Did the Promoter / sales person have a name tag / badge?	1	Yes		2	No
E3	Who opened the conversation, the Promoter or you?	1	Promoter		2	Me
E4	Was the promoter wearing the brand T-shirt / Jacket?	1	Yes		2	No
E5	Was the promoter properly dressed and looking presentable?	1	Yes		2	No
E6	Promoter Greets in a warm and friendly tone - Good morning/ afternoon/ evening/ Hi! / Hello!	1	Yes		2	No

E7	<u>RECORD ANY SPECIAL OBSERVATION (POSTIVE OR NEGATIVE) RELATED TO THIS SECTION ONLY</u> Any observation that you would like to highlight?
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F. EXPLORE

F1	Did the Promoter ask questions to determine your wants and needs of a new INKJET PRINTER?	1	Yes		2	No
F2	Did the Promoter ask how much budget do you have for your new INKJET PRINTER?	1	Yes		2	No
F3	Did the Promoter ask what features /Specs are you looking for in your next INKJET PRINTER?	1	Yes		2	No
F4	Did the Promoter ask questions to determine your print volume requirement?	1	Yes		2	No

F5	ASK ONLY TO NON EPSON PROMOTERS / RSP What was the first brand recommended by the retailer promoter? [SA]		
F6	ASK ONLY TO NON EPSON PROMOTERS / RSP What was the second brand recommended by the retailer promoter? [SA]		
		First Brand	Second Brand
	Brother	1	1
	Canon	2	2
	Epson	3	3
	HP	4	4
	Lexmark	5	5
	Others (Please specify _____)	6	6

F7	<u>RECORD ANY SPECIAL OBSERVATION (POSTIVE OR NEGATIVE) RELATED TO THIS SECTION ONLY</u> Any observation that you would like to highlight?
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SHOPPER INSTRUCTION:

Please ask the Promoter that you are interested in the Focus Model even if not recommended by the Promoter. Please ask questions on the focus model and engage with the promoter.

G. INSPIRE

		Not performed	Poor	Fair	Good	Excellent
G1	Makes recommendations of an INKJET PRINTER according to shopper's preference proactively	1	2	3	4	5
G2	Presents EPSON's unique selling points (USP) and/or features / benefits according to shopper's needs proactively	1	2	3	4	5
G3	Did the promoter highlight at least 3 key features of the INKJET PRINTER	1	2	3	4	5
G4	<p><u>Ask If coded 3/4/5 in G3</u></p> <p>What features were mentioned by the promoter?</p>					

G5	Which of the following key features were mentioned by the promoter? [MA]	
		G5
	Multi-function printing MFP	1
	Low Cost	2
	High Yield	3
	Wi-Fi / Wi-Fi direct	4
	Auto-duplex double-sided printing	5
	Borderless Printing	6
	None of the above	7

		Not performed	Poor	Fair	Good	Excellent
G6	Explain the details of after-sales service and/or product warranty	1	2	3	4	5
G7	Did the promoter provide you with the demo / have a closer look of functions/ features of the INKJET PRINTER	1	2	3	4	5
G8	<p><u>Ask if coded 3/4/5 in G7</u></p> <p>Please write down demo activities provided by the promoter</p>					

		Not performed	Poor	Fair	Good	Excellent
G9	Did the promoter make use of in-store POSM to explain benefits and features?	1	2	3	4	5
G10	Did the promoter provide you with hands on opportunity to try the INKJET PRINTER yourself?	1	2	3	4	5

		Not at all confident	Poor	Fair	Good	Very confident
G11	How would you rate the confidence / convincing power of the promoter in answering on the counter objection questions	1	2	3	4	5

G12	<u>RECORD ANY SPECIAL OBSERVATION (POSTIVE OR NEGATIVE) RELATED TO THIS SECTION ONLY</u> Any observation that you would like to highlight?					
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H. UPSELLING

		Not performed	Poor	Fair	Good	Excellent
H1	Recommends PRINTER of a better quality	1	2	3	4	5
H2	In addition to quality, does the promoter upsell on technology (i.e. LaserJet / CISS / Ink Tank)	1	2	3	4	5
H3	Did you find the promoter knowledgeable about his own brand and competitor brand Printers	1	2	3	4	5

H4	Did the promoter make use of promotions to close the sale?	Yes	1	No	2	
H5	<u>If Yes (1) coded in H4</u>					

	What promotion was mentioned by the promoter?	
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H6	Did you find the sales pitch of the promoter more feature driven, benefits driven, or price driven? [SA]
1	Mainly features driven – just sharing points not pertaining to shopper needs
2	Mainly benefits driven - customer needs oriented
3	Mainly price or promotion driven

H7	<u>RECORD ANY SPECIAL OBSERVATION (POSTIVE OR NEGATIVE) RELATED TO THIS SECTION ONLY</u> Any observation that you would like to highlight?
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I. CLOSING

		Not performed	Poor	Fair	Good	Excellent
I1	Did the Promoter attempt to close the sale / ask you to purchase the INKJET PRINTER?	1	2	3	4	5
I2	Remains pleasant when there is no purchase made	1	2	3	4	5
I3	Introduce self and offer opportunity to follow up e.g. provide name card and/or offer to contact shopper at another occasion	1	2	3	4	5
I4	Thanks shopper and bids warm farewell	1	2	3	4	5

		Very poor	Poor	Fair	Good	Excellent
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15	Based on your overall interaction with the sales promoter, how would you rate his/her overall performance?	1	2	3	4	5
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16	<p>RECORD ANY SPECIAL OBSERVATION (POSTIVE OR NEGATIVE)</p> <p>Any <u>overall feedback or observation</u> about this store / Promoter?</p>
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INSTRUCTION:

After you complete the visit, try to take a photo of the POSMs of the store without being noticed.