

Secret Shopper Results

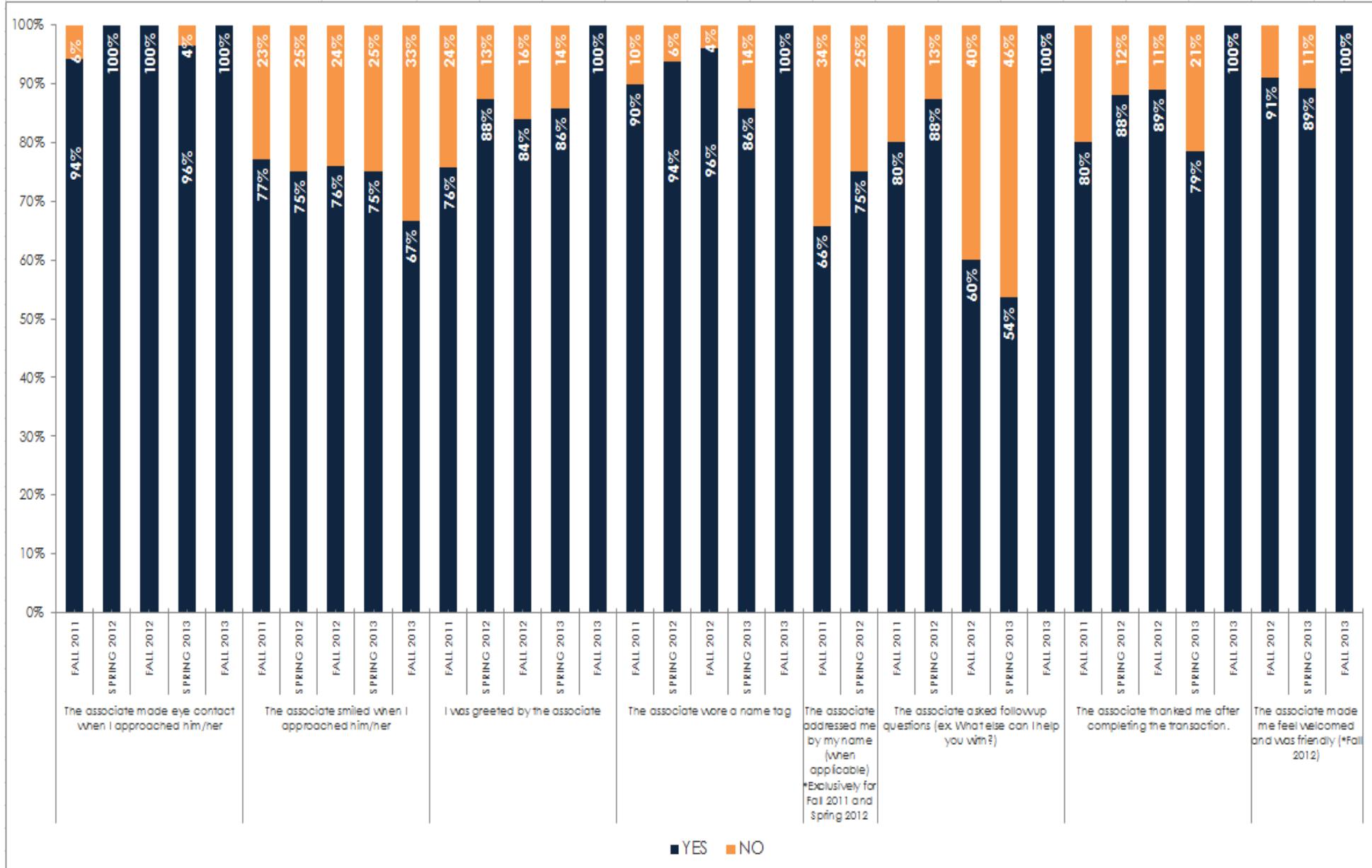
University Bookstore

Fall 2013

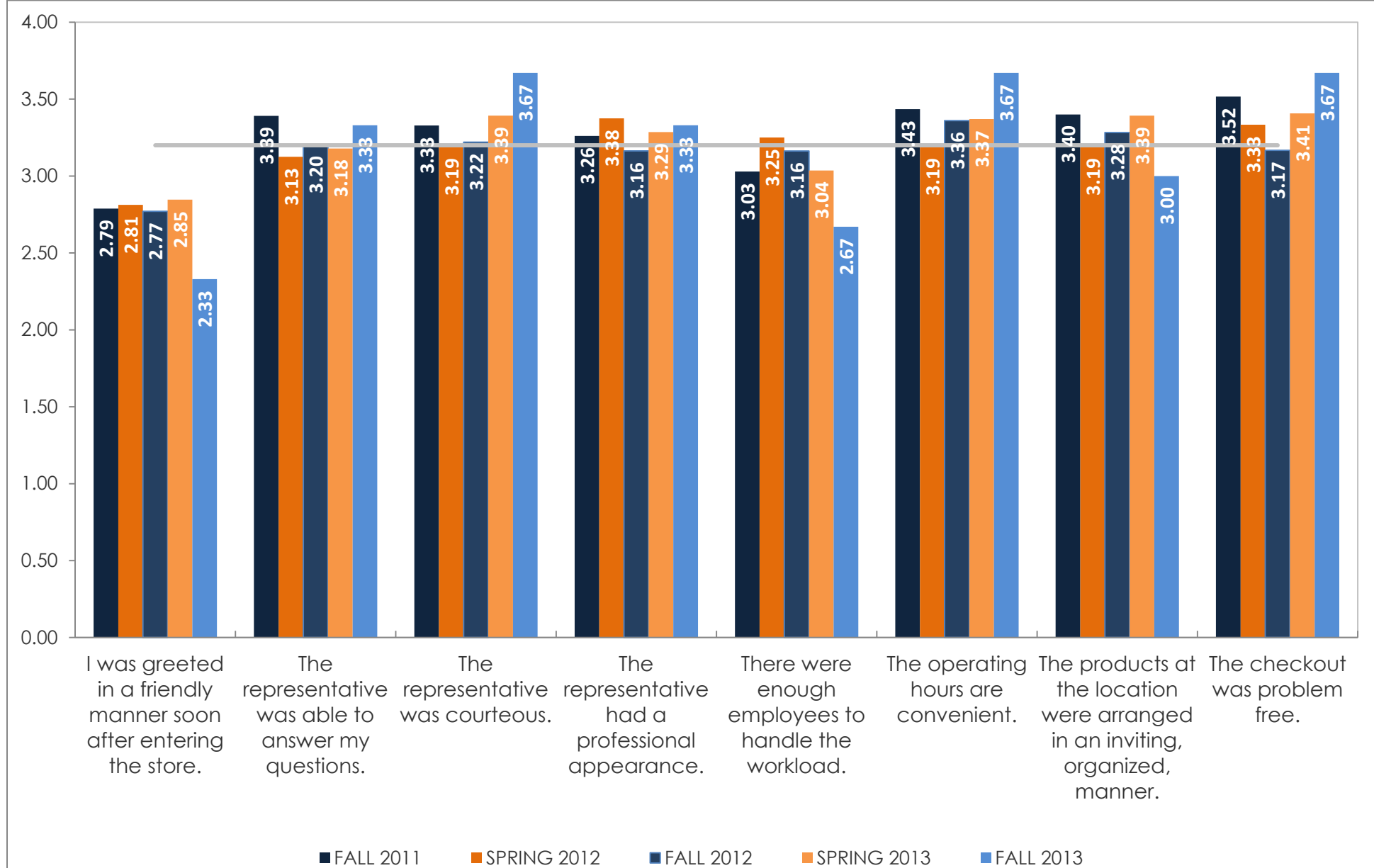


What was the time of your visit?		
Answer	Response	%
7:30 AM - 9:00 AM	0	0.00%
9:00 AM - 11:00 AM	2	66.67%
11:00 AM - 1:00 PM	1	33.33%
1:00 PM - 3:00 PM	0	0.00%
3:00 PM - 5:00 PM	0	0.00%
5:00 PM - 7:00 PM	0	0.00%
Answered Question	3	
Skipped Question	0	

Please rate the following:					
Answer Options:	Yes	%	No	%	Responses
The associate made eye contact when I approached him/her	3	100%	0	0%	3
The associate smiled when I approached him/her	2	67%	1	33%	3
I was greeted by the associate	3	100%	0	0%	3
The associate wore a name tag	3	100%	0	0%	3
The associate asked follow up questions (ex. What else can I help you with?)	3	100%	0	0%	3
The associate thanked me after completing the transaction	3	100%	0	0%	3
The associate made me feel welcomed and was friendly	3	100%	0	0%	3
	Answered Question				3
	Skipped Question				0

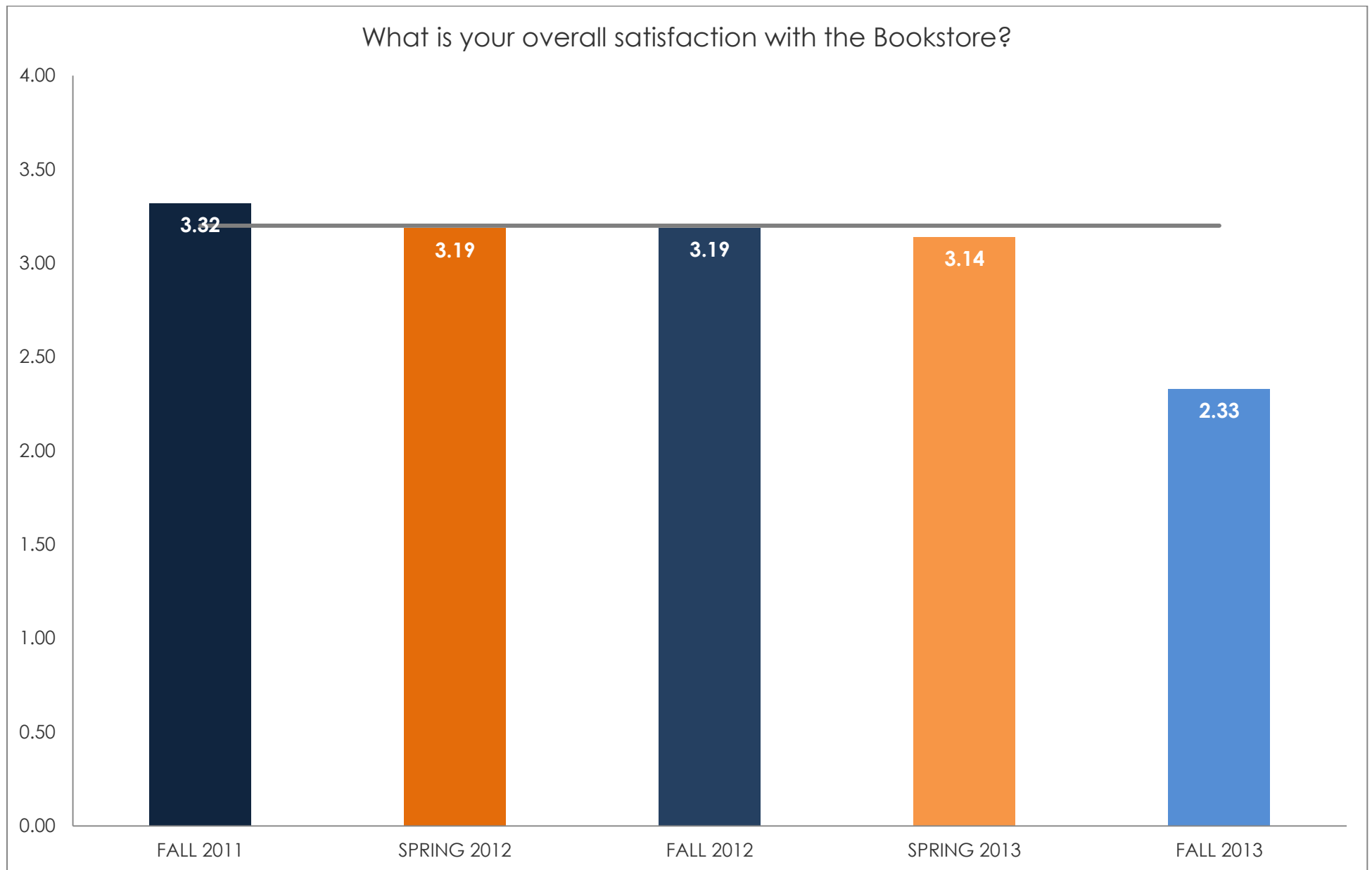


Please rate the following:												
Answer Options	Strongly Disagree	%	Disagree	%	Agree	%	Strongly Agree	%	I Don't Know	%	Response Count	Rating Average
I was greeted in a friendly manner soon after entering the store.	0	0%	2	67%	1	33%	0	0%	0	0%	3	2.33
The representative was able to answer my questions.	0	0%	0	0%	2	67%	1	33%	0	0%	3	3.33
The representative was courteous.	0	0%	0	0%	1	33%	2	67%	0	0%	3	3.67
The representative had a professional appearance.	0	0%	0	0%	2	67%	1	33%	0	0%	3	3.33
There were enough employees to handle the workload.	1	33%	0	0%	1	33%	1	33%	0	0%	3	2.67
The operating hours are convenient.	0	0%	0	0%	1	33%	2	67%	0	0%	3	3.67
The products at the location were arranged in an inviting, organized, manner.	0	0%	1	33%	1	33%	1	33%	0	0%	3	3.00
The checkout was problem free.	0	0%	0	0%	1	33%	2	67%	0	0%	3	3.67
	Answered Question										3	
	Skipped Question										0	
	Overall Average											3.21



Please specify waiting time:		
Answer	Response	%
Less than a minute	0	0%
1 minute - 5 minutes	1	33%
6 minutes - 10 minutes	1	33%
11 minutes - 15 minutes	1	33%
16 minutes - 30 minutes	0	0%
More than 30 minutes	0	0%
More than 1 hour	0	0%
Total	3	100%
Answered Question	3	
Skipped Question	0	

Please rate the following:												
Answer Options	Strongly Disagree	%	Disagree	%	Agree	%	Strongly Agree	%	I Don't Know	%	Response Count	Rating Average
Considering the amount of customers in front of me, it took a reasonable amount of time for me to be helped.	0	0%	1	33%	1	33%	1	33%	0	0%	3	3.00
	Answered Question										3	
	Skipped Question										0	
	Overall Average											3.00



Please write any additional information you consider important in the space below:

Nothing

I believe the Bookstore needs more employees to help students find their books!