



Client Name: WRLA

Questionnaire Type: In Person

Location:

SAMPLE

Scenario: Mystery Shopper Program

Date of Shop:


**Western
Retail Lumber
Association Inc.**

Connecting the Building Supply Industry

Time: 11:15 AM **Day of Week:** Monday
Department Shopped:
Product Shopped:
Staff Member:
Cashier:

Part A: Exterior Appearance

- | | |
|--|-----|
| 1. Store Exterior was welcoming & appealing?(1) | Yes |
| 2. Parking Lot and outside grounds clean and easily accessible?(1) | Yes |
| 3. Exterior merchandising neat, ordering and well signed?(1) | Yes |
| 4. Entrance doors and windows clean and well maintained?(1) | Yes |
| 5. Lumberyard well stock and neatly maintained?(1) | Yes |
| 6. Lumberyard products clearly signed and prices visible?(1) | No |

Score: 5/6 Marks 83%

Part B: Interior Appearance

- | | |
|---|-----|
| 7. Shopping carts or hand baskets available for customers?(1) | No |
| 8. Window displays are attractive? (1) | Yes |
| 9. Floors clean and aisles accessible? (1) | Yes |
| 10. Departments and aisles are clearly labeled? (1) | Yes |
| 11. Sales and promotional signs are in good condition? (1) | Yes |
| 12. Product shelving, end caps and displays are clean? (1) | Yes |
| 13. Products well stocked and neatly maintained? (1) | Yes |

Score: 6/7 Marks 86%

Exterior/Interior Appearance Comments:

Parking lot and all exterior grounds were clean. Windows were clean but store had limited opportunity for window display. Lumber yard was also neat and well organized. Interior was clean and well organized and had signs indicating where to find products. All aisles were clear and sales and promotional signs prominently displayed and in good condition. Shelves and displays were neat and organized.

In the lumberyard and also to a somewhat lesser degree inside store it was noticeable that some products were not clearly signed and some prices were not visible. Although it was obvious that an attempt had been made to try to label and price products.

Part C: Customer Service

- | | |
|--|-----|
| 14. Were you greeted upon entering the store or after coming within a ten foot radius of a staff member? (1) | Yes |
| 15. Were you offered assistance? (1) | No |
| 16. Did staff stop non-customer related duties immediately to offer you assistance?(1) | Yes |
| 17. If staff serving customers, did they acknowledge your presence and indicate that they would help you out?(1) | No |
| 18. Did staff ask questions to better determine your needs?(1) | Yes |
| 19. Did staff present and escort you to the appropriate products for your project?(1) | Yes |
| 20. Did staff demonstrate product knowledge by discussing features and benefits of the product with you?(1) | Yes |
| 21. Did staff suggest associated merchandise? | Yes |

Score:

6/8 Marks

75%

Customer Service Comments:

The store was quite busy and the parking lot was full. The salesperson was holding the door open for another customer exiting the store when I entered and she said "Good Morning". I entered the store and passed the cashier's desk and a trainee there also smiled and said "Good Morning". I was not offered any assistance. I walked around the store in several departments and looked at different items. I walked to the shelf where the grout was and looked at products for sale, and then went to look at the wall tile displays. I saw someone working at their computer and the cashier training and also saw several other sales staff dealing with others. I had been in the store for 10 minutes and at this point I still had received no assistance. I walked by the person working on the computer and he immediately looked up and offered assistance. I explained what I was looking for and asked several questions about how to apply, if sealing was necessary, colours and quality available. Salesperson seemed knowledgeable and gave me a printout of how to install tiles and also took me over to the grout display and showed me what they had available. He also showed me samples of different colours and showed me which tiles were in stock, on sale, and could be ordered. All in all he was very helpful and thorough. He gave me his card and told me to contact him if I had any more questions. His name was [redacted] and he was not wearing a name tag.

Part D: Check Out Service

- | | |
|---|-----|
| 22. Were you served within 3 minutes of entering the line? (1) | Yes |
| 23. If more than 3 customers in line, did another cashier open up?(1) | N/A |
| 24. Did the cashier offer a friendly greeting?(1) | Yes |
| 25. Did the cashier smile and make eye contact?(1) | Yes |
| 26. Did the cashier ask if you found everything that you were looking for?(1) | Yes |

27. Did the cashier thank you upon completion of your purchase?(1) Yes
 28. Did the cashier invite you to return?(1) Yes

Score: 6/6 Marks 100%

Check out service comments:

Cashier's name was and she was wearing a name tag, she was also training a new cashier at the time. Both were very friendly and handled the transaction quickly and efficiently. They thanked me and told me to have a nice day.

Part E Overall Impressions

29. Did you have a positive first impression of the store as you arrive and entered it? (1) Yes
 30. Did you have a positive impression of the store merchandise selection and displays?(1) Yes
 31. Did this visit leave you with a positive and professional image of this store and its staff?(1) Yes
 32. Did this visit leave you with a sense of confidence that you obtained and understood the correct information about the product and/or project?(1) Yes
 33. Overall, was your visit to this store 'pleasant'?(1) Yes

Score: 5/5 Marks 100%

Overall Impression comments:

I had to wait 10 minutes before receiving assistance which seems a bit too long. However in all fairness the store really was very busy at this time. When I finally did receive assistance I was treated well and the salesperson seemed very knowledgeable and helpful. The store was clean and well organized and most products were well marked and priced. It was noticable that some items both inside and in the lumberyard however were not labelled on the shelf or had no price tags. I did not see any of the staff that were not busy.

WOW Factor

34. Does this store and its staff deserve a WOW?(1) Yes

Score: 1/1 Marks 100%

WOW factor comments:

I felt that I was well treated and although there is room for improvement yes I would say a WOW is in order.

Overall Score: 29/33 Marks 88%