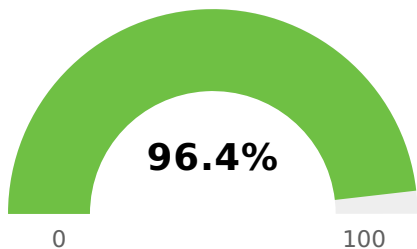


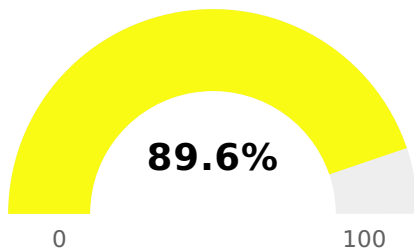
Sunday October 9 2016 3:02PM

OVERALL REPORT Score



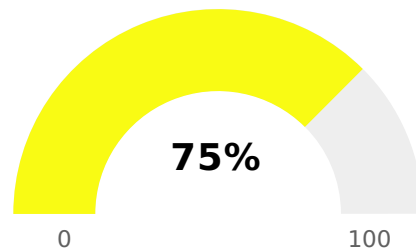
108/112 Points

YTD LOCATION Score



Fiscal Year to Period End

COMPANY RANK Score



3 of 9 for period



REPORT SUMMARY




Location Name:Your Garden Center
Location Address: 123 Any Street
Your Town, ST 12345
Day of the week:Sunday
Date of shop:10/09/2016



SECTIONAL CHANGE



Section	Sunday October 9, 2016		Monday September 26, 2016		+/-
Overall	96.4 %	108 / 112	82.1%	92/112	↑ 14.3%
Telephone	100.0 %	22/22	72.7%	16/22	↑ 27.3%
Appearance	100.0 %	34/34	94.1%	32/34	↑ 5.9%
General Employee Attitude & Skills	100.0 %	12/12	100.0%	12/12	↑ 0.0%

Specific Employee Attitude & Skills **83.3 %** 20/24 **50.0%** 12/24  33.3%

Purchases **100.0 %** 20/20 **100.0%** 20/20  0.0%



THE GARDEN CENTER GROUP

108 of 112

96.4%



General



Questions	Score	Answer
1. Arrival Time: 3:02pm		
2. Departure Time: 3:53pm		
3. What day of the week did you shop:		Sunday
4. Customer Traffic:		C. Heavy
5. Amount Spent: \$41.41		

Telephone

22 of 22

100.0%



Questions	Score	Answer
1. Time of call: 2:29pm		
2. Was the phone answered within 4 rings?	4/4	Yes
3. Was the phone answered by a live person or taped message?		A. Live Person
4. Did the employee or taped message have an enthusiastic tone of voice?	3/3	Yes
5. Did the employee or taped message give the store name?	3/3	Yes
Instructions: Ask to be connected or select prompt to a specific department:		
6. Which department did you request? holiday decorations		
7. Did the department employee have an enthusiastic voice?	3/3	Yes
8. Did the department employee give their name?	3/3	Yes
9. If Yes, what was their name? no name		
10. Did the department employee thoroughly answer your question?	3/3	Yes

11. If No, please explain:

She did give her name but I did not understand what it was.

12. Were you invited to come in?

3/3

Yes

13. Give a detailed description of your phone call and comment on any No or N/A responses.

The phone was answered on the second ring. The lady identified the store and stated her name (I did not understand her name). I asked her what time they closed today and she said 6pm. I then asked for the holiday decoration department. The lady there was friendly and very helpful. I asked if they had shoe Christmas decorations. She said they had ice skates, and if that would work. I said I thought so. She invited me to come in and look at the selection they had.

Appearance

34 of 34

100.0%



Questions	Score	Answer
1. Was the store sign easily visible from the street?	2/2	Yes
2. Was the entrance from the street to the parking lot easily accessible?	2/2	Yes
3. Was the parking easy and adequate?	2/2	Yes
4. Was the parking lot clean? (free of trash, random carts or other obstacles)	2/2	Yes
5. Were outside displays (by the entrance) in good order?	2/2	Yes
6. Did this location refrain from using faded or out of season signage in the front window?	2/2	Yes
7. Were the store hours displayed at the entrance?	2/2	Yes
8. Did this location refrain from using faded or out of season merchandise in the front window?	2/2	Yes
9. Were enough carts or wagons available and easy to find?	2/2	Yes
10. Were the shopping aisles/walkways wide enough for carts to pass?	2/2	Yes
11. Were the aisles/walkways and shelf areas clean? (free of dust, dirt, debris, water hoses, etc)	2/2	Yes
12. If No, please explain response.		
13. Did the store look well stocked?	2/2	Yes
14. Did any products look picked over, damaged or dead?	2/2	No
15. If Yes, what product or products?		
16. Was there enough signage to be helpful? (directional, department, price & product signage)	2/2	Yes
17. Did you find the signage neat and easy to read?	2/2	Yes

18. Did you find product signage to be informative?	2/2	Yes
19. Were products clearly priced by sticker or signs?	2/2	Yes
20. Please comment on signage (response required). There was an appropriate amount of informative signage visible.		
21. Give a detailed description of the general appearance and comment on any No or N/A responses. The store was well stocked and decorated. There were signs promoting the sale on Christmas ornaments and décor: 40 & 50% off. There were plenty of shopping carts available. The area outside the entrance was stocked with plants and flowers.		

General Employee Attitude & Skills 12 of 12 **100.0%** 

Questions	Score	Answer
1. Upon entering the store, how long did it take for an employee to greet you? (Please indicate if your response is minutes or seconds) i.e. "5 seconds" or "1 Minute" 30 sec.		
2. Were employees easily identifiable by uniform or name tag?	3/3	Yes
3. How many employees did you come within 5 feet of? 3		
4. Did all the employees within 5 feet of you greet you? (A greeting can consist of eye contact or a smile.)	3/3	Yes
5. If there was an employee who did not greet you please give a detailed explanation of what the employee was doing at the time you came in contact with them. (If there was more than one employee that did not greet you please give an explanation for each employee.)		
6. How many employees appeared to be sales staff? 2		
7. How many employees appeared to be support staff? (Carry out loaders, watering crews, etc) 1		
8. Did employees refrain from chit/chat when a customer approached?	3/3	Yes
9. Were all employees engaged in either helping customers or accomplishing tasks?	3/3	Yes
10. Give a detailed description of the General Employee Attitude and Skills and comment on any No or N/A responses. The employees were all busy helping customers or completing a task. They were friendly and helpful when asked for assistance.		

Specific Employee Attitude & Skills 20 of 24 **83.3%** 

Questions	Score	Answer
Please ask for an item. (Make sure the item isn't close at hand.)		
1. Did the employee take you to the product or did the employee tell you where the product was?		A. Take
2. If the employee told you where to find the product, was the employee's response enough for you to find the requested product?	4/4	N/A
3. What product did you request? Christmas Shoe ornaments		
4. Name or description of employee: Female, brown hair pulled up, 5'6", no glasses, age 35-45, jeans and Ellis t-shirt.		
5. Was the employee smiling, courteous and friendly?	4/4	Yes
6. Did the employee seem interested in learning more about why you requested the product?	4/4	Yes
7. Did the employee appear knowledgeable about the product you requested?	4/4	Yes
8. Did the employee suggest other products either related to your request or items in other departments? (Other suggestions may include new products and varieties in other departments, etc.)	0/4	No
9. If Yes, what was suggested?		
10. Did the employee inform you of any ongoing sales, in-store promotion, future events or seminars	4/4	Yes
11. If Yes, what information was given? 50% off Christmas ornaments		
12. Give a detailed description of the Specific Employee Attitude and Skills and comment on any No or N/A responses. When I asked if they had any shoe Christmas tree ornaments, the associate said that all she could think of were the ice skates. She took me to where these were location. We looked around, but did not find anymore shoes.		

Purchases
20 of 20
100.0%

Questions	Score	Answer
You must make a purchase of \$5.00 or more.		
1. How many PAYING customers were in your line including yourself? (Do not include children, spouses, or additional people that are with the customer.) 3		
2. Was the register area inside or outside?		A. Inside
3. Was the register area clean & free of clutter?	2/2	Yes
4. Were there any dead plants or damaged returned merchandise in the register	2/2	No

area?

5. How many minutes did it take to checkout?

4

6. Name or description of the cashier who rang the sale.

no nametag, name on receipt is JZXY

7. Was the cashier well-groomed and wearing a company uniform OR name tag?

3/3

Yes

8. Was the cashier courteous and efficient?

3/3

Yes

9. What was purchased? (Please be specific with name brands, plant types and sizes of items.)

I purchased some ribbon, a shirt and an ornament.

10. Were you asked if you were a loyalty customer or a reward card member?

Yes

11. Did you receive a receipt without asking for one?

3/3

Yes

12. Did the cashier thank you?

3/3

Yes

13. Were you invited back?

4/4

Yes

14. Did you require assistance getting the purchase to the car?

No

15. If YES, was assistance offered?

C. N/A

16. Give a detailed description of what happened while you were making a purchase and comment on any No or N/A responses.

I waited in line for a short time, then was assisted at the check out. The cashier was friendly and helpful. She noticed that I had 1 regular priced item and provided me with a coupon for it. She asked for my rewards number, checked me out quickly, then thanked me and invited me back.

Departments



Questions

Score

Answer

1. Please list ALL of the departments or areas that you shopped during your visit. (Ex: annuals, perennials, shrubs, mulch, trees, outdoor furniture, indoor plants, pottery, outdoor art, etc.)

I visited the outdoor shrubs, the holiday decorations, the clothes, the furniture, the floral department, the indoor giftware, outdoor art and candles.

2. Please comment on the different departments.

The plants were all pretty and well taken care of. The holiday decorations make the whole store look bright and festive. The giftware and furniture departments were low and had a lot on sale. The candle department smells great. The clothes are great. They have cute shirts for Thanksgiving and Christmas, along with leggings and scarves to make outfits.

Overall



Questions

Score

Answer

1. What is your gender?	Female
2. Please select the age range that fits you.	51-60
3. Do you own your home or do you rent?	Own
4. Do you live in a single or multi-family home?	Single family
5. Do you shop at the Garden Center on a regular basis?	Yes
6. Please make several comments about your shopping experience below. The garden center is one of my favorite places to shop, especially during the holidays. They have a great selection of ornaments and decorations. The way it is decorated and presented is the best. I love to go here for ideas on decorating for Christmas.	
7. How likely are you to return to this store? (Do not consider the distance you may have traveled to complete this shop while answering this question)	A. Very Likely
8. Please explain your answer in detail. I love shopping here. They have a great selection of holiday items, plants, and gift ware year around.	
9. How likely are you to recommend this store to family or friends?	A. Very Likely
10. Please explain your answer in detail. I frequently recommend this store. They have great decorations for many occasions.	
11. What method of advertising or marketing would be the best way to reach you? e-mail	
12. What one thing would have made your shopping experience better? Have more Christmas decorations.	
13. Please upload a copy of your receipt here and type in the total amount in the required area. \$41.41 Comments: none	

 MEDIA



Overall



Please upload a copy of your receipt here and type in the total amount in the required area.

