



Client Mystery Shopping Program Report for Sample Destination



Location: 1523 West Main Street
Lakeland, FL 39323

Type of Shop: Location Shop

Channel: General

Shop Date: 3/30/2010

Shop Time: 8AM - 10AM

Associate: Jennifer

Shopper ID: 372

Report ID: 1718110

Summary Scores - 100

Total Score:	67
Associate Greeting:	6 of 6
Environment:	22 of 30
Customer Qualification:	1 of 5
Recommendations:	13 of 20
Product Recommendation:	11 of 21
Product Knowledge:	14 of 18



On Tuesday, March 30, 2010 a member of the Mystery Shopping team visited Sample Destination. The visit had a few issues with the venue scoring only 34 out of a possible 100 points. In comparison, the average overall score among all recently shopped venues is 45 (out of 100) which means Sample Destination scored better than 67% of all of the venues recently shopped. The average score among stores is 23 points, which means that the store scored better than 54% of the similar stores recently shopped.

Associate Greeting/Availability

Upon entering the store our shopper was immediately greeted by Jennifer, a woman with red hair who was NOT wearing a nametag. The greeting was professional and courteous, which was impressive since she was with another customer at the time. The venue was moderately busy -- there were 2-3 other people and/or groups waiting for assistance.



Greeted Immediately by Busy Sales Associate	1 out of 1 points
Greeted Courteously by Associate	5 out of 5 points
Associate Greeting/Availability Total	6 out of 6 points

Environment/Collateral Display

Our shopper observed that the client's collateral was displayed as well as other competitors. Both Competitor #1's and Competitor #2's collateral were displayed equally as prominently as the Client's. Of the 11 competitors we track, there were 7 stores whose materials were not as well displayed as the client's. The client's collateral materials were neat and orderly and they were very easy to find. The client's other information was also well displayed and easy to find.



Average Displays: Competitor #1, Client, Competitor #2, Competitor #3, Competitor #4, Competitor #5 and Competitor #6. **Less Visible Displays:** Competitor #7 and Competitor #8. **Not Displayed:** Competitor #9, Competitor #10 and Competitor #11.

Client's current materials were displayed	2 out of 4 points
Client's Equally Noticable as Primary Competitor #1	3 out of 5 points
Client's equally as noticable as Primary Competitor #2	2 out of 7 points
Client's collateral was EQUALLY as noticeable as other competitors.	4 out of 3 points

Client's collateral was neatly organized	2 out of 5 points
Client's collateral was easy to find.	6 out of 7 points
Environment/Collateral Total	19 out of 30 points

Customer Qualification Process



To effectively meet the needs of the customer, it is usually necessary to ask them several questions about their household, their specific product needs, and their interests. During the course of our shopper's conversation with Jennifer, our shopper was asked about only one of the five items that we think are important in the qualification process.

Jennifer DID ask our shopper about important qualifier #1.

Did NOT Ask About Important Qualifier #2	0 out of 1 points
Didn't Ask About Important Qualifier #3	0 out of 1 points
Asked About Qualifier #1	1 out of 1 points
Did NOT Ask About Important Qualifier #4	0 out of 1 points
Did NOT Ask About Important Qualifier #5	0 out of 1 points
Guest Qualification Process Total	1 out of 5 points

Product Recommendations

Jennifer recommended the client but it was only after she recommended Competitor #1 -- but before recommending Competitor #2.

Jennifer recommended: Competitor #1 (1st), the Client (2nd) and Competitor #2 (3rd).

Jennifer did not recommend: Competitor #3, Competitor #4, Competitor #5, Competitor #6, Competitor #7, Competitor #8, Competitor #9, Competitor #10, or Competitor #11.

In this section the venue scored 15 out of a possible 23 points, or about 65% of the total points available -- which means that the venue scored higher than 30% of all of the similar stores and higher than 51% of all stores shopped.

Recommended Competitor #1 before recommending the Client	3 out of 5 points
Client recommended before Competitor #2	5 out of 5 points
Recommend visiting Client store	5 out of 5 points
Client was Second Recommendation	5 out of 5 points
Recommendation Total	17 out of 20 points

Products Feature Recommendation

Our shopper asked Jennifer about the various client product options. This particular location did not have the complete line of the client's product available for sale. Jennifer did not explain specific key product feature #1, nor did she explain where to get the product. She recommended our shopper buy an item with specific feature #2.

Client products available for sale included the Product #1 and Product #2.

Jennifer recommended that our shopper buy Product #3 and that they consider buying Product #4.

In this section the store scored 12 out of a possible 30 points, or about 40% of the total points available -- which means that the store scored higher than 38% of all of the similar stores and higher than 42% of all

stores shopped.

Recommended a client product with Feature #1	5 out of 5 points
Recommended Product #2	6 out of 10 points
Didn't Explain Special Product Feature #1	0 out of 3 points
Didn't Explain Special Product Feature #2	0 out of 3 points
Tickets and Products Total	11 out of 21 points

Product Knowledge

Our shopper asked Jennifer about the various benefits and features of the client's products. Jennifer made a specific point of product element #4 but she did not mention product element #5. Jennifer also did not describe any of the other features of product #2. Overall, our shopper got the impression that Jennifer knew a lot about product #4.

Jennifer did not mention product feature #6, although our shopper felt that Jennifer still knew enough about the client's products to effectively differentiate it from competitor products.

In this section the store scored 14 out of a possible 18 points, or about 78% of the total points available -- which means that the store scored higher than 64% of all of the similar stores and higher than 81% of all stores shopped.

Didn't Highlight Any Other Client Products	0 out of 1 points
Knowledgeable about Key Product #1	5 out of 5 points
Explained What Makes Client's products different	5 out of 5 points
Didn't Highlight Key Product Feature #2	0 out of 1 points
Highlighted Key Product Feature #3	4 out of 4 points
Didn't Highlight Key Product Feature #4	0 out of 1 points
Didn't Highlight Any Other Client Products	0 out of 1 points
Knowledge of Client Products Total	14 out of 18 points