

# CUSTOMER SERVICE ASSESSMENT

MS Ref No:

Site:  Brighton

Cambridge

Guildford

Kensington

Date:

Time:

Agent:

Gender of agent: male  female

**You are asked to visit the store on the day agreed. On entering the shop, give staff the opportunity to make eye contact but don't approach them directly. Have a general objective in mind (laptop, Ipad etc) but if approached be vague about exactly which model you're looking for.**

**If not approached after 5 minutes approach an assistant and tell them what you are looking for.**

**Whatever the outcome, make a note of the options you've been given and say you're not quite sure and you'll consult your partner and come back tomorrow if you've made up your mind.**

## Section A: Welcome

### Comments

1. Shop window:

- attractive  
 okay  
 unattractive

2. Number of customers in shop:

3. Number of staff visible:

4. Acknowledged with a smile or greeting?  Yes  No

5. What were staff doing:

- watching for new customers/ anyone needing help  
 restocking / tidying racks / other admin work  
 chatting with each other, ignoring customers  
 no staff visible

6. Were you approached by a staff member:

- on entering shop  
 while browsing **(tick all that apply)**  
 not approached at all

7. First impressions of shop:

- warm, friendly and welcoming  
 okay  
 cold, unfriendly, unwelcoming

8. Was the layout /display:

- attractive, easy to locate what you are looking for  
 okay but nothing special  
 unattractive /difficult to find anything

## Section B: Selling Skills

*When approached, be vague about what you're looking for.*

Comments

1. Assistant asked questions to clarify needs?  Yes  No

2. Listened and responded to answers?  Yes  No

3. Presented choice of items to consider?  Yes  No

4. Good knowledge?  Yes  No

5. Handled objections and suggested alternatives?  Yes  No

6. ADD-ON SALES - products offered such as carrying case, extended warranty?  Yes  No

## Section C: Customer Care

Comments

1. Acknowledged other customers while serving? (leave blank if not applicable)  Yes  No

2. Professionally dressed?  Yes  No

3. Wearing a name badge?  Yes  No

4. Was sales person positive, pleasant and helpful?  Yes  No

5. Assistant smiled and made eye contact?  Yes  No

6. Signature checked to card?  Yes  No

7. Customer's name used (picked up from card)?  Yes  No

8. Receipt received and correct?  Yes  No

9. Thanked for custom?  Yes  No

10. Said goodbye?  Yes  No

11. Asked your address?  Yes  No

12. Offered Loyalty Card?  Yes  No

13: Name of sales assistant (or description):

14: Item purchased:

15: Price

## Section C: Customer Care

1. Did you feel welcomed and valued?

Yes  No

2. Did the quality of service make you want to return?

Yes  No

3. Farewell: rate how the sales person said goodbye:

- personal & sincere with more than just 'goodbye'
- sincere 'goodbye' with eye contact
- impersonal 'goodbye'
- no 'goodbye' at all

4. Overall: are you

- delighted - service better than expected
- content - service was about as expected
- disappointed - service not as good as expected

***If Excellent please say why, if not please say what was lacking***

5. What aspect of the visit impressed you the most?

6. What aspect of the visit disappointed you the most?

7. If you could change one thing about the store or the service what would it be?