



THE GOLD MEDAL SERVICE AWARD FOR OUTSTANDING CUSTOMER SERVICE 2021

Mystery Shopper Criteria

Criteria	Rating System
1 How promptly were you greeted?	Thirty seconds or less = 4. One minute = 3. Ninety seconds = 2. Two minutes = 1. Longer than two minutes = 0.
2 Were you greeted with a smile when you entered the store?	Yes = 5 points No = zero <i>No partial points on this for friendly nods or smirks.</i>
3 Did the sales associate measure your foot?	Yes = 5 points No = 0 points
4 Did the sales associate ask you what type of shoe or the purpose of your footwear purchase was?	Yes = 5 points No = 0 points
5 Were you provided a comfortable place to sit while trying on shoes?	Yes = 3 points No = 0 points
6 Did the sales associate offer to analyze your gait?	Yes = 5 points No = 0 points
7 Do you feel you were offered a fair selection?	Rated on a 1-to-5 point scale. (5 = Very Good)
8 Did the sales associate help you try on your shoes?	Yes = 5 points No = 0 points
9 Were clean try on socks available?	Yes = 2 points No = 0 points
10 Did the retailer recommend a specific type of shoe?	Yes = 4 points No = 0 points
11 Rate the professionalism of the sales person who helped you.	Enthusiastic = 5 points Rude = 0 points
12 Did the retailer discuss apparel or other products with you?	Yes = 5 points No = 0 points
13 How knowledgeable and helpful was the staff overall?	Very helpful & knowledgeable = 5 points Not Helpful = 0 points

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14 How would you rate the sales associates on their attire? Was it appropriate? Was the staff easily identifiable?	Rated on a 1-to-3 point scale.
15 Were you thanked and asked to return?	Not thanked at all = 0 Thank you = 1 Thank you and invitation to return = 4
16 Was the store well-lit and easy to maneuver?	Yes = 4 points No = 0 points
17 Was the merchandise presented in a way that was easy to understand and shop?	Rated on a 1-to-4 point scale.
18 How inviting and comfortable was the store?	Rated on a 1-to-3 point scale.
19 Were you asked for your physical or e-mail address?	Yes = 5 points No = 0 points.
20 Rate the assortment of accessory products.	Rated on a 1-to-2 point scale.
21 Was the checkout process easy and intuitive?	Yes = 3 points No = 0 points
22 Were there any extra special additions to improve your checkout experience?	Yes = 2 points No = 0 points
23 How would you rate the overall experience?	Rated on a 1-to-5 point scale. (5 = Very Good)
24 Would you refer a friend to this store?	Rated on a 1-to-5 point scale..
Bonus Question: Through signage, displays, interaction with associates, etc., were you made aware of any of the following: Upcoming events; Training programs; Educational seminars; In-Store Events; Other.	One point each.

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