

Office, etc.

Open for Business

2008 Mystery Shopping Program



Office, etc.

Store #1234

5678 Main St. New York, NY 12345

Dec. 20, 2008 13:30

Scenario: A shopper is currently shopping for merchandise for a new printer and interacts with the Store Associate for assistance.



Overall Score - 81%

Focus on customer service details, along with an inviting store display, will lead to increased business.



Sales Floor Coverage - 89%

A warm, sincere greeting engages a customer and moves toward a sale. Greet every customer, every time.



Store Cleanliness - 90%

A clean and organized store display invites customers to do business.



Document & Print Services - 76%

Offering to help the customer select merchandise helps in making the buying decision.



Customer Service - 78%

Customers are more likely to purchase from a knowledgeable salesperson.



Front End Experience - 70%

Asking for the sale is the best way to win a new customer.