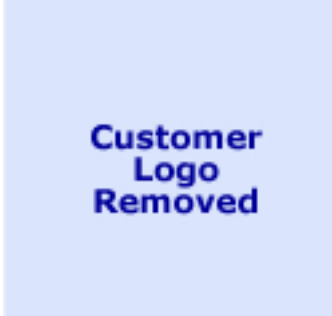




Shadow Shopping Results for

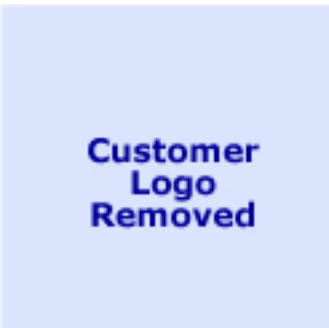


Category	Overall	Branch Appearance	Queue	Greeting	Customer Focus	Needs Discovery	Solution	Closing the Sale	Farewell / FollowUp	Customer Experience
Level	Green	Green	Green	Green	Green	Green	Green	Red	Green	Green
Score	84.0%	100.0%	75.0%	85.0%	88.8%	100.0%	84.0%	0.0%	80.0%	100.0%
Weight	100%	9%	4%	15%	20%	11%	17%	6%	9%	9%

Branch Appearance	Answer	Score	Possible	Standard
1. Was the branch clean and tidy?	• Yes	2.0	2.0	• Yes
2. Not tidy detail	•	0.0	0.0	<ul style="list-style-type: none"> • Walls - Peeling paint / Dirty • Dirty flooring • Dirty windows and mirrors • Light(s) not in working condition • Untidy / Dirty merchandise, fixtures or fittings • Untidy front counter or pens not working • Other
3. Inside Appearance	<ul style="list-style-type: none"> • The brochure / form stand was well stocked and neatly displayed • The service counter was clean and tidy • The staff were neat, clean, well groomed and in business attire 	7.0	7.0	<ul style="list-style-type: none"> • The brochure / form stand was well stocked and neatly displayed • The service counter was clean and tidy • The staff were neat, clean, well groomed and in business attire
Queue	Answer	Score	Possible	Standard
4. Defined	• Yes	2.0	2.0	Was the queue area / system clearly defined?
5. Wait	• 3 - 5 minutes	1.0	2.0	• Less than 1 minute
6. Long Wait				
Greeting	Answer	Score	Possible	Standard
7. Clear verbal greeting	• Yes	2.0	2.0	Did the staff member offer you a clear verbal greeting?
8. Manner	• Smiling, friendly plus an open question (e.g. how are you?)	4.0	4.0	• Smiling, friendly plus an open question (e.g. how are you?)
9. Greeting staff	<ul style="list-style-type: none"> • Introduced themselves by name • Made eye contact • Clearly offered to help you with your enquiry (e.g. I can definitely help you with that today) 	6.8	9.0	<ul style="list-style-type: none"> • Were wearing a visible name tag • Introduced themselves by name • Made eye contact • Clearly offered to help you with your enquiry (e.g. I can definitely help you with that today)
Customer Focus	Answer	Score	Possible	Standard
10. Speaking skills	<ul style="list-style-type: none"> • Spoke in a clear , understandable voice • Spoke at an appropriate pace (not too fast or slow) • Used terms that you could understand • Allowed you to ask questions without interruption or cutting you off • Constantly checked your understanding (e.g. Is that OK? Make sense?) 	11.0	11.0	<ul style="list-style-type: none"> • Spoke in a clear , understandable voice • Spoke at an appropriate pace (not too fast or slow) • Used terms that you could understand • Allowed you to ask questions without interruption or cutting you off • Constantly checked your understanding (e.g. Is that OK? Make sense?)
11. Speaking manner	<ul style="list-style-type: none"> • Sounded positive and interested • Consistently made eye contact • Was energetic and enthusiastic 	6.8	9.0	<ul style="list-style-type: none"> • Sounded positive and interested • Consistently made eye contact • Referred to you by name • Was energetic and enthusiastic
12. Comments	<p>Karley greeted me with a warm smile and promptly asked how she could help me.</p> <p>She was not wearing a name badge but did tell me her name when she greeted me.</p> <p>She also apologised for the wait even though my wait had been quite short.</p> <p>She was well groomed. Her hair was neat, her nails were done and when she greeted me her body language was very friendly and open.</p> <p>I immediately felt she was happy to help.</p>			
Needs Discovery	Answer	Score	Possible	Standard
13. Questioning	<ul style="list-style-type: none"> • Asked your permission to ask questions • Advised that this would help find a product solution • Asked why you were considering health insurance today • Asked questions to establish your specific needs • The questions revealed your broad & specific needs 	11.0	11.0	<ul style="list-style-type: none"> • Asked your permission to ask questions • Advised that this would help find a product solution • Asked why you were considering health insurance today • Asked questions to establish your specific needs • The questions revealed your broad & specific needs



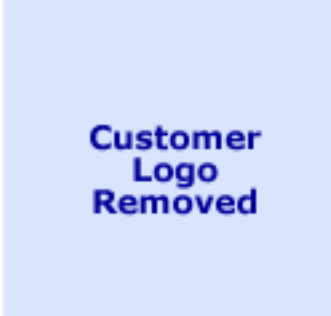
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Needs Discovery	Answer	Score	Possible	Standard
14. Comments	<p>After asking how she could help me I told her I was looking for health insurance. After taking down some details from me she asked if it would be okay to gather some information that would help her determine what the best cover for my situation would be.</p> <p>I agreed and she went on to ask me if the health cover was for myself only, or a partner as well.</p> <p>When I told her it was for me and my partner she asked about possible pregnancy and then gave me two quotes that matched my needs.</p> <p>She was very clear and her understanding of the product she was offering made it very easy for me to follow. She printed out a copy for me so I could see it in writing as she explained it.</p> <p>She continually checked in with me to make sure she was explaining everything well enough.</p> <p>She also informed that the policy could be upgraded or downgraded after the birth or between pregnancies.</p> <p>I left with two great quotes and felt I knew which one I would do. I will, in fact be doing exactly what she suggested in a few years when we decide to have a baby.</p> <p>She was very helpful and informative.</p>			
Solution	Answer	Score	Possible	Standard
15. Product Solution	<ul style="list-style-type: none"> • Recommend a product for your needs • Explain the key features of the product • Explain the fees and charges of the product • Tailor the product solution to your needs (did not use a standard script) • Explain why it met your needs • Provide clear answers to all your questions 	13.0	13.0	<ul style="list-style-type: none"> • Recommend a product for your needs • Explain the key features of the product • Explain the fees and charges of the product • Tailor the product solution to your needs (did not use a standard script) • Explain why it met your needs • Provide clear answers to all your questions
30. Product - with extras	<ul style="list-style-type: none"> • Hospital Savings with General Extras Plus. 	0.3	2.0	<ul style="list-style-type: none"> • Top Plus with Super Multicover. • Top Plus with Multicover. • Hospital Savings with Multicover. • Hospital Savings with General Extras Plus. • Hospital Advanced Savings with Multicover. • Hospital Advanced Savings with General Extras Plus. • Multicover (Extras Only).
31. Product - without extras	<ul style="list-style-type: none"> • Hospital Advanced Savings (Hospital Only). 	1.0	2.0	<ul style="list-style-type: none"> • Top Plus (Hospital Only). • Hospital Advanced Savings (Hospital Only).
16. Comments	<p>She did recommend the perfect product that met all my needs. She printed it out for me and gave me the brochure to look at.</p> <p>She highlighted the appropriate areas and explained why one was a little better than the other.</p> <p>She also explained all the costs involved and how they would differ depending on any excess I might wish to pay.</p> <p>All her answers were clear and her reasons for picking each possible policy were perfect for my situation.</p>			



Shadow Shopping Results for
[REDACTED]



Closing the Sale	Answer	Score	Possible	Standard
17. Join Today	<ul style="list-style-type: none"> • No 	0.0	2.0	Did the staff member ask you to join today? Note: if so, you MUST raise a concern / objection with the product recommended Objection examples: The price seems high, I am not sure I need all that cover etc etc
18. Acknowledgement of Concerns	<ul style="list-style-type: none"> • Not Applicabile 	0.0	2.0	<ul style="list-style-type: none"> • Yes
19. Objection Handling	<ul style="list-style-type: none"> • Not Applicable 	0.0	2.0	<ul style="list-style-type: none"> • Yes
Farewell / FollowUp	Answer	Score	Possible	Standard
20. Follow up	<ul style="list-style-type: none"> • Give you brochures / pamphlets? • Check that you were satisfied and understood everything • Ask if there was anything else they could do to help? • Give you a friendly goodbye, made you feel happy for visiting 	7.2	9.0	<ul style="list-style-type: none"> • Give you brochures / pamphlets? • Ask for your contact details or offer to arrange a time for a follow up call • Check that you were satisfied and understood everything • Ask if there was anything else they could do to help? • Give you a friendly goodbye, made you feel happy for visiting
21. Comments	<p>I told Karley I would have to look it over with my partner. She understood that and gave me the brochures and information and told me to come in any time if I needed anything further and suggested bringing my partner in if he felt unsure.</p> <p>She did thank me and said she hoped I had a good day.</p> <p>She closed it in the same open, friendly manner.</p> <p>She let me know she was available any day of the week if I had any further questions and told me I could call or come in with any further questions.</p> <p>I liked that she didn't put too much pressure on to join. When I told her I'd have to look it over with my partner she understood that and made the suggestion for him to come in too.</p> <p>She made sure I left with all the information I came in asking for.</p>			
Customer Experience	Answer	Score	Possible	Standard
22. Recommend	<ul style="list-style-type: none"> • 10 	9.0	9.0	On a scale of 0 to 10 : 10 = Extremely Likely
23. Recommendation	<p>I am going to get my partner to join because Karley also mentioned we could be on separate policies until we decide to have the baby.</p> <p>She explained to me why the policy would be good for my partner and all the information sounded like a good fit for him.</p> <p>She was also very nice and patient.</p> <p>I felt like she actually cared about whether I understood and she seemed to believe in the product.</p> <p>She never made me feel like it was a hassle to be sharing the information.</p>			
24. Like most	<p>The woman who served me made the experience likeable.</p> <p>Her personality is what I liked the most and the time she took to make sure she had covered everything.</p>			

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[REDACTED]

**Customer
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Customer Experience	Answer	Score	Possible	Standard
25. Like least	<p>I honestly cannot say there was any negative to my experience.</p> <p>I suppose if I had been in a hurry it could have been a little too time consuming, but I think if you are going in for information you expect a bit of time to be taken up.</p>			
26. Overall Experience	<p>My experience with this particular branch was a good one.</p> <p>Today was a refreshingly positive customer service experience.</p>			
Other Questions		Answer		
27. Scenario	6 - Family Planners			
28. Date and time of visit				
29. Identity	Karley Cooper.			

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