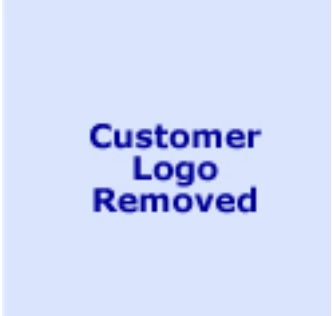




Shadow Shopping Results for



Category	Overall	Greeting	Displays	Merchandise	Staff	Customer Experience
Level	Green	Amber	Green	Green	Green	Green
Score	84.1%	70.0%	100.0%	100.0%	75.0%	92.0%
Weight	100%	20%	10%	10%	30%	30%

Greeting	Answer	Score	Possible	Standard
2. First greeting	<ul style="list-style-type: none"> None of the above 	0.0	6.0	<ul style="list-style-type: none"> Smiled at you Made eye contact with you Made small talk (e.g. how is the weather outside?)
3. Second greeting	<ul style="list-style-type: none"> Right away 	7.0	7.0	<ul style="list-style-type: none"> Right away
4. Friendliness	<ul style="list-style-type: none"> A friendly smile Eye contact Enthusiasm and energy Politeness and courtesy 	7.0	7.0	<ul style="list-style-type: none"> A friendly smile Eye contact Enthusiasm and energy Politeness and courtesy
5. Actual greeting	<p>When I walked close to one of the display cabinets, which the staff was standing next to and putting some jewellery boxes away into a drawer, she looked and smiled at me then said "Hi" and asked what type of jewellery I was looking at.</p> <p>"In this case", she said "These ones are stainless steel". I replied, "Oh ok", and nodded my head.</p> <p>Then she went back to putting things away into the drawer, while I looked at that display cabinet for another couple of seconds before moving on to see what products were in the other display cabinet.</p>			
6. Impression	<p>She was nice and friendly. I actually liked how she was not aggressive and pushy.</p> <p>Therefore, I was very happy to keep browsing [redacted] with how I was greeted.</p>			

Displays	Answer	Score	Possible	Standard
7. Displays	<ul style="list-style-type: none"> Were well lit The glass was clean and free of smudges It was easy to see the merchandise Looked attractive 	10.0	10.0	<ul style="list-style-type: none"> Were well lit The glass was clean and free of smudges It was easy to see the merchandise Looked attractive
8. Displays impression	<p>It is good that most of the jewellery was in their own same group and in the same display cabinet.</p> <p>For example all the stainless steel jewellery would be in the same display cabinet. So I don't have to walk between display cabinets to find what I am looking for.</p> <p>There was not a lot of jewellery compared to other jewellery shops, nevertheless that made [redacted] look more specialised in their products.</p> <p>To clarify Question 9, I checked "There was a good range" is because there was rings, necklaces, bracelets, watches, and body piercings etc... When I said there was not a lot of jewellery, I mean the total amount of jewellery.</p>			

Merchandise	Answer	Score	Possible	Standard
9. Merchandise	<ul style="list-style-type: none"> There was a good range It was appealing to customers The prices were reasonable 	10.0	10.0	<ul style="list-style-type: none"> There was a good range It was appealing to customers The prices were reasonable
Staff	Answer	Score	Possible	Standard
10. Courtesy	<ul style="list-style-type: none"> Polite Helpful Friendly Interested 	5.0	5.0	<ul style="list-style-type: none"> Polite Helpful Friendly Interested



Shadow Shopping Results for



Customer
Logo
Removed

Staff	Answer	Score	Possible	Standard
11. Professional	<ul style="list-style-type: none"> Well groomed Appropriately dressed Looked professional 	5.0	5.0	<ul style="list-style-type: none"> Well groomed Appropriately dressed Looked professional
12. Customer Needs	<ul style="list-style-type: none"> Ask who the jewellery was for? What kind of thing you were looking for? 	2.5	5.0	<ul style="list-style-type: none"> Ask who the jewellery was for? Ask what price range you were looking for? What kind of thing you were looking for? Determine all your needs?
13. Technique	<ul style="list-style-type: none"> Point out the features and advantages of the item? Encourage you to try it on or handle it? Offer alternatives? 	5.0	5.0	<ul style="list-style-type: none"> Point out the features and advantages of the item? Encourage you to try it on or handle it? Offer alternatives?
16. Upselling	<ul style="list-style-type: none"> None of the above 	0.0	5.0	<ul style="list-style-type: none"> Try to upsell you a more expensive item? Try to sell you additional items? Advise that if you bought an item for more than \$150 you got a second item half price?
18. Facebook	<ul style="list-style-type: none"> Yes 	5.0	5.0	Were you directed to the Facebook page?
14. What happened	<p>First, I did not ask the staff for help, because when I was browsing through the third display cabinet, the staff walked towards the cabinet and started to talk to me.</p> <p>She said, "So you are shopping for something for yourself?". I replied, "Just looking for a Christmas gift for my boyfriend."</p> <p>She answered, "I see. And what do you want to get him? A ring? A bracelet?" I said, "I'm thinking a bracelet, but he is a builder, so I need something tough."</p> <p>She replied, "Go with Tungsten, they are very tough and it can only be scratched by diamonds" She then took out one of the Tungsten bracelets from the display cabinet to show me.</p> <p>She saw that I was not so sure about the one that she showed me, then she took out a ceramic bracelet and reassured me that it is still a tough bracelet, just not as tough as the Tungsten ones.</p> <p>I then asked "So that's the price?" She pointed out which bracelets are \$200 and the one that is \$250.</p> <p>I looked at the products again for a few second and then did my objection.</p>			
19. Description	She was Caucasian with long blonde hair with a fringe. She was about 165cm to 170cm tall.			
Customer Experience	Answer	Score	Possible	Standard
25. Value for money	<ul style="list-style-type: none"> Yes 	6.0	6.0	Did you feel that you would get value for money?
26. Valued customer	<ul style="list-style-type: none"> Yes 	6.0	6.0	Did you feel like a valued customer?
27. Return	<ul style="list-style-type: none"> 9 	5.4	6.0	On a scale of 0 to 10 : 10 = Very Likely
28. Satisfaction	<ul style="list-style-type: none"> 8 	4.8	6.0	On a scale of 0 to 10 : 10 = Very satisfied
29. Recommend	<ul style="list-style-type: none"> 9 	5.4	6.0	On a scale of 0 to 10 : 10 = Very Likely
20. Experience	<p>The shop area looks very expensive and appears like it sells high quality jewellery.</p> <p>Even though I did mention that I liked how she was not aggressive, nevertheless, I think she can show little more interest in me with the initial greeting.</p> <p>For example, rather than just telling me what the products are, she can start a general conversation with me while she's trying to put things away.</p>			



Shadow Shopping Results for
[REDACTED]

**Customer
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Customer Experience	Answer	Score	Possible	Standard
21. Staff impression	<p>She was friendly, but from how she explained the different materials to me (very brief), it seems like she might not be experienced in selling jewellery or had the product knowledge.</p> <p>So even though the jewellery is good quality, I might not trust what she is trying to sell me and will have to research further to confirm what she said is true before I make a purchase.</p>			
22. Unexpected	The only thing would be that I arrived at 1.15pm, and the staff went to lunch and won't be back until after 1.35pm.			
23. Done well	Definitely the presentation of the jewellery and the area.			
24. Improved	<p>Staff training. As I wanted more explanation/detail on what the differences between the metals are.</p> <p>It would help me to confirm what type of metal I would want to choose, and that would make the staff appear more knowledgeable in the products.</p>			
Other Questions		Answer		
1. First Impression	<p>The area was very neat and tidy. The products were also nicely presented in the display cabinets.</p> <p>When I first walked pass the staff was on lunch, and when I walked pass the second time the staff was serving a customer.</p> <p>Therefore, I checked None of the above for Question 2.</p>			
15. Objection	I am not quite sure about it.			
17. Response	<p>She replied, "Yes, that's fine" and she went to get a business card.</p> <p>She then said that I can go on to the website to purchase the products, and [REDACTED]s on Facebook as well; if I wanted more information.</p>			

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