



Shadow Shopping Results for

[Redacted Name]

Customer
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Category	Overall	Telephone	Greeting	Staff	Farewell / FollowUp	Customer Experience	Procedures
Level	Amber	Red	Green	Amber	Amber	Green	Amber
Score	65.2%	25.0%	78.2%	61.9%	71.2%	86.7%	73.1%
Weight	100%	16%	11%	21%	23%	15%	14%

Telephone	Answer	Score	Possible	Standard
3. Answered	• No	0.0	7.0	Was you call answered (by a person, not an answering machine)?
4. Answer Time	• It went to an answering machine	1.0	3.0	• In 6 rings or less, and was answered by a person
5. On Hold	• Not answered by a person or placed on Hold.	0.0	3.0	• I was not placed on Hold.
6. Hold Time	• I was not placed on hold at all	3.0	3.0	• I was not placed on hold at all
7. Get Back	I received a voice mail message from a gentleman at [Redacted]. The message was upbeat and friendly and they stated that I could try to call back, or they would ring me again that afternoon. I rang back and left another message and then that afternoon I received another phone call from the same staff member who said they would call me back.			

Greeting	Answer	Score	Possible	Standard
9. Attitude	• Friendly • Helpful • Easy to understand	4.0	4.0	• Friendly • Helpful • Easy to understand
25. Early	• Was already there	2.0	2.0	• Was already there
26. Welcome	• Welcomed everyone pleasantly • Introduced himself / herself • Introduced participants to each other • Gave everyone a Shopping Tour Pack	2.0	2.0	• Welcomed everyone pleasantly • Introduced himself / herself • Introduced participants to each other • Gave everyone a Shopping Tour Pack
27. Intro	• Outlined the route you would be taking	0.6	3.0	• Asked everyone if it was their first Tour • Asked if anyone wanted to get something specific out of the Tour • Explained what would be happening on the Tour • Outlined the route you would be taking • What would be done in each section

8. Words	The staff member said "Hi Nicole, how are you going?" and then proceeded to confirm I was interested in this week's shopping tour.			
10. Name	Stewart returned my calls.			
11. Happened	When I was able to speak to a staff member, they greeted me, then confirmed I was interested in this week's shopping tour.			
28. Intro Impression	I was the first person to arrive. The trainer introduced themselves and I sat down to wait with the trainer for other participants. While we were waiting, the trainer gave me the photocopied info sheet, told me a bit about macros and went through the example food label on the front page. Then another person arrived and the trainer did a similar thing with them. A couple of other people were apparently booked to come, but we ended up being the only two people to show up.			

Staff	Answer	Score	Possible	Standard
12. Contact	• None of the above	0.0	4.0	• Name • Phone number • Email
13. Goals	• What your goals were in coming to the tour?	1.3	4.0	• What your goals were in coming to the tour? • If you had a friends training at [Redacted] • If you had any questions about the Tour?
16. Knowledge	• Listened attentively to your question? • Gave a knowledgeable answer?	2.7	4.0	• Listened attentively to your question? • Gave a knowledgeable answer? • Checked to see your question was answered?
39. Speaking	• Spoke clearly • Was easy to understand • Was easy to hear • Did not go too fast • Did not go too slow • Did not use jargon	3.0	3.0	• Spoke clearly • Was easy to understand • Was easy to hear • Did not go too fast • Did not go too slow • Did not use jargon



Shadow Shopping Results for

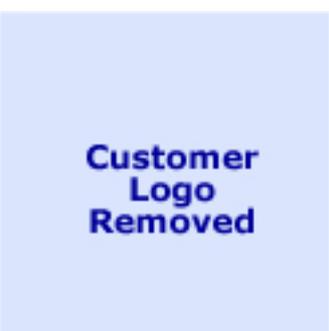
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Customer
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Staff	Answer	Score	Possible	Standard
40. Attitude	<ul style="list-style-type: none"> Made eye contact with people in the group Smiled Was attentive to any questions Made people feel welcome 	3.0	3.0	<ul style="list-style-type: none"> Made eye contact with people in the group Smiled Was attentive to any questions Made people feel welcome
41. Manner	<ul style="list-style-type: none"> Approachable Friendly Professional 	3.0	3.0	<ul style="list-style-type: none"> Approachable Friendly Professional
14. Question	I asked if the tour focused just on fruit and vegetables or other products too.			
15. Answer	The staff member stated that the tour covers all food groups. They also said that the staff member taking the group will point out the marketing gimmicks and tricks on product packaging so you can eat more healthily.			
Farewell / FollowUp	Answer	Score	Possible	Standard
17. Confirm	<ul style="list-style-type: none"> The date The time The location 	5.0	5.0	<ul style="list-style-type: none"> The date The time The location
18. Farewell	<ul style="list-style-type: none"> Thank you for your call? Farewell you pleasantly? 	2.7	4.0	<ul style="list-style-type: none"> Thank you for your call? Farewell you pleasantly? Say they looked forward to seeing you at the Tour?
36. Success	<ul style="list-style-type: none"> None of the above 	0.0	1.0	<ul style="list-style-type: none"> Discussed Top Tips For Success Encouraged clients to complete this section Reminded clients about the portion size pullout
37. End of Tour	<ul style="list-style-type: none"> Informed everyone when the next Seminar was Farewelled you pleasantly 	1.2	3.0	<ul style="list-style-type: none"> Asked if any clients were going to stay and shop Asked if everyone knew what they were going to have for their next meal Informed everyone when the next Seminar was Farewelled you pleasantly Stayed around for 5 minutes to answer questions
49. Followup	<ul style="list-style-type: none"> Yes 	5.0	5.0	Did you receive a follow up call the day after the Tour:
50. Followup Info	<ul style="list-style-type: none"> I was asked if I had attended the Eating To Lose Fat Fast Seminar I was asked if I would like to attend the next one 	2.5	5.0	<ul style="list-style-type: none"> I was asked if I had any friends / family who might benefit from the next Tour I was advised that the vouchers in the back of the book could be used I was asked if I had attended the Eating To Lose Fat Fast Seminar I was asked if I would like to attend the next one
Customer Experience	Answer	Score	Possible	Standard
19. Phone Rating	<ul style="list-style-type: none"> 8 	4.0	5.0	On a scale of 1 to 10 : 10 = Good
48. Netpromoter	<ul style="list-style-type: none"> 9 	9.0	10.0	On a scale of 0 to 10 : 10 = Very Likely
20. Phone Impression	The quality of the answering machine was awful! The message was too loud and full of static. It did not leave a good first impression when I was trying to contact the company. However, my experience with the staff member who called me back was pleasant and I felt they were interested in my enquiry and wanted to help.			
42. Unexpected	No, nothing unexpected.			
43. Done well	The trainer was good at explaining the 3 different macros and showing us how to look for these on food labels. They were very knowledgeable and definitely 'walked the talk'. They were very passionate about eating well and seeing food as fuel for the body.			
44. Improved	The trainer did not ask the participants what they were looking to achieve from personal training, if we'd done any training before, or had any food knowledge. From reading the questions above, it also appears we did not receive the correct booklet. We were given a photocopied document that was split into sections relating to food groups - e.g. bread aisle, dairy aisle, fruit & vegetable aisle etc.			
45. Like Most	I learnt a lot! About nutrition, that eating certain types of food at different times of day can have different success rates, about reading food labels and how 'bad' ingredients are hidden.			
46. Like Least	The photocopied handout seemed to need updating. It did not cover all the food types we talked about and was not the full booklet referred to in the questions above.			



Shadow Shopping Results for



Customer Experience	Answer	Score	Possible	Standard
47. Overall Experience	My overall experience was very good. The person who returned my initial phone call was friendly and enthusiastic. I received a confirmation call the day before the Tour from the Trainer taking the Tour. On the night of the Tour, the Trainer was very knowledgeable and passionate about good eating. I learnt a lot of new information and would consider discussing a membership with them.			
Procedures	Answer	Score	Possible	Standard
21. Confirmation	• Yes	5.0	5.0	Did you receive a confirmation call a day or 2 before the Tour?
29. Baskets	• Take a basket (not a trolley)	0.3	1.0	<ul style="list-style-type: none"> • Take a basket (not a trolley) • Not block the aisles • Be considerate of other shoppers
30. Labels	• Reading food labels	1.5	3.0	<ul style="list-style-type: none"> • Reading food labels • Misleading food labels
31. Choices	<ul style="list-style-type: none"> • The best choices to make • Which choices were poor choices • Why they were poor choices 	1.0	1.0	<ul style="list-style-type: none"> • The best choices to make • Which choices were poor choices • Why they were poor choices
32. Knowledge	<ul style="list-style-type: none"> • Knowledgeable • Was able to answer clients questions • Encouraged clients to pick up products and read labels 	1.0	1.0	<ul style="list-style-type: none"> • Knowledgeable • Was able to answer clients questions • Encouraged clients to pick up products and read labels
33. Macro	• None of the above	0.0	1.0	<ul style="list-style-type: none"> • Ensured clients recorded macros of their product choice in their book • Quizzed clients on their macro knowledge using examples in the book • Ensured clients recorded their answers in their book
34. Best Choice	<ul style="list-style-type: none"> • Asked clients to identify good or poor food choices • Offered best options for breakfast, lunch, dinner and snacks 	1.0	1.0	<ul style="list-style-type: none"> • Asked clients to identify good or poor food choices • Offered best options for breakfast, lunch, dinner and snacks
35. Organisation	<ul style="list-style-type: none"> • Kept the group together • Completed the Tour within 60 minutes 	0.4	1.0	<ul style="list-style-type: none"> • Kept the group together • Kept the group engaged • Completed the Tour within 60 minutes • At the end asked if there were any questions • Highlighted that there were vouchers in the back of the book
Other Questions	Answer			
1. Date	Monday 7th November 2011.			
2. Time	11.12am			
22. Tour Date	Thursday 10th November.			
23. Tour Time	7pm.			
24. Tour Location	Woolworths, Warringah Mall, Brookvale.			
38. Length	60 minutes.			