



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 No partial points on this for friendly nods or smirks.
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 Do you feel you were offered a fair selection of shoes?	Rated on a 1-to-5 point scale. (5 = Very Good)
7 Did the sales associate check for proper fit?	Yes = 5 points No = 0 points
8 Were clean try on socks available?	Yes = 2 points No = 0 points
9 Did the sales associate recommend a specific type of shoe?	Yes = 5 points No = 0 points
10 Rate the professionalism of the sales associate who helped you.	Enthusiastic = 5 points Rude = 0 points
11 Did the sales associate discuss either insoles, socks or other products related to your footwear request?	Yes = 5 points No = 0 points
12 How knowledgeable and helpful was the staff overall?	Very helpful & knowledgeable = 5 points Not Helpful = 0 points
13 How would you rate the sales associates on their attire? Was the staff easily identifiable?	Rated on a 1-to-3 point scale.

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14 Were you thanked and asked to return?	Not thanked at all = 0 Thank you = 1 Thank you and invitation to return = 5
15 Was the store well-lit and easy to maneuver?	Yes = 4 points No = 0 points
16 Was the merchandise presented in a way that was easy to understand and shop?	Rated on a 1-to-4 point scale.
17 Rate the assortment of insoles, socks or footwear accessory items.	Rated on a 1-to-5 point scale.
18 How inviting and comfortable was the store?	Rated on a 1-to-4 point scale.
19 At checkout, did the sales associate ask for your email address as an incentive for future sales, or "see it first" notifications?	Yes = 5 points No = 0 points.
20 Was the checkout process easy and intuitive?	Yes = 3 points No = 0 points
21 Were there any extra special additions to improve your checkout experience?	Yes = 2 points No = 0 points
22 How would you rate the overall experience?	Rated on a 1-to-5 point scale. (5 = Very Good)
23 Would you refer a friend to this store?	Rated on a 1-to-5 point scale.
Bonus Questions:	
Did the sales associate offer water or other beverage?	Two points.
In regards to the environment and Covid-19 Pandemic, as compared to any other similar businesses, did you feel comfortable in this store?	One point.
If an item was out-of-stock, did the sales associate offer a favorable response?	One point.

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