



THE GOLD MEDAL SERVICE AWARD FOR OUTSTANDING CUSTOMER SERVICE 2022

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 ask to measure (or scan) 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 or bring out 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-5 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, or store loyalty awards, 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:	
If an item was out-of-stock, did the sales associate offer a favorable response?	Two points
Did the sales associate offer water or other beverage?	One point
Through signage, displays, or interaction with sales associates, were you made aware of any upcoming in-store events?	One point

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