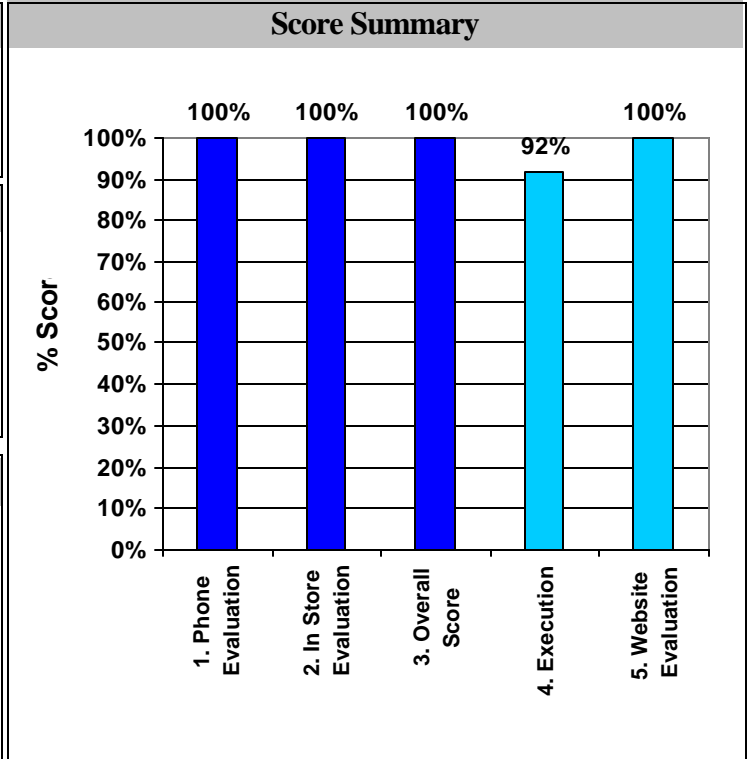




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Phone Evaluation	
Shop Date:	<u>8/21/2007</u>
Day:	<u>Tuesday</u>
Time of Call:	<u>12:09 PM</u>

In Store Evaluation	
Store Name:	<u>Indiana State University</u>
Store #:	<u>524</u>
Shop Date:	<u>8/21/2007</u>
Shop Day:	<u>Tuesday</u>
Shop Time:	<u>1:16 PM</u>



Score Analysis

	Scored:	Possible:	Percentage:
Phone Evaluation:	100	100	100%
In Store Evaluation:	100	100	100%
Overall Score:	200	200	100%
Execution:	110	120	92%
Website Evaluation:	100	100	100%

Phone Evaluation: Acknowledge

	Yes	No	N/A	Possible	Score
Name of Bookseller _____ Crystal _____					
1. Were you connected in four rings or less?	<input checked="" type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	10 pts	10
2. Did you receive a <i>complete</i> greeting from the bookseller?	<input checked="" type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	15 pts	15
<input type="checkbox"/> Bookstore Name <input type="checkbox"/> Bookseller's Name <input type="checkbox"/> "How may I assist you?"					

Phone Evaluation: Assist

	Yes	No	N/A	Possible	Score
3. Was the bookseller knowledgeable?	<input checked="" type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	15 pts	15
4. Was the bookseller polite and friendly during the phone call?	<input checked="" type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	15 pts	15
5. If placed on hold or transferred, did the bookseller ask permission?	<input type="checkbox"/>	<input type="checkbox"/>	<input checked="" type="checkbox"/>	5 pts	5
6. Was your hold time less than 60 seconds?	<input type="checkbox"/>	<input type="checkbox"/>	<input checked="" type="checkbox"/>		
7. How long was your hold time? _____ minutes _____ seconds					

Phone Evaluation: Close

	Yes	No	N/A	Possible	Score
8. Were you offered additional assistance?	<input checked="" type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	10 pts	10
9. Was there a friendly close to your call?	<input checked="" type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	15 pts	15

Phone Evaluation: Satisfy

	Yes	No	N/A	Possible	Score
10. Overall Experience <input checked="" type="checkbox"/> Positive <input type="checkbox"/> Neutral <input type="checkbox"/> Negative				15 pts	15

Comments:

Phone Evaluation Total:

100 pts **100**

Crystal was friendly and not rushed at all. She said they had a URL she could give me for buying software, but did not give it to me. The first time I called I got an automated system, so I waited a few minutes and called back, which was when Crystal answered.



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In Store Evaluation: Acknowledge

	Yes	No	N/A	Possible	Score
Name of Bookseller	Lindsey				
Description of Bookseller	20's, long curly brown/ blond hair ,5'6				
11. Were you greeted in a friendly manner during your visit?	<input checked="" type="checkbox"/>	<input type="checkbox"/>		20 pts	20
With a smile?	<input checked="" type="checkbox"/>	<input type="checkbox"/>			
With eye contact?	<input checked="" type="checkbox"/>	<input type="checkbox"/>			
With a verbal greeting?	<input checked="" type="checkbox"/>	<input type="checkbox"/>			
12. Were all booksellers wearing nametags?	<input checked="" type="checkbox"/>	<input type="checkbox"/>		5 pts	5
Comments:	I asked Lindsey where I might be able to find Composition books. She pointed me in the general direction of office supplies but did not take me to the product. She was the only bookseller I saw working the regular floor, all other booksellers were working the textbook area.				

In Store Evaluation: Assist

	Yes	No	N/A	Possible	Score
General					
Name of Bookseller who assisted you:	Aubrey				
Description of Bookseller:	20's,5'6, dark hair				
Textbook Area:					
13. How many booksellers were in the textbook aisles?			N/A		
14. How many customers were in the textbook aisles?			N/A		
15. Were most customers being assisted in the textbook area?	<input checked="" type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	25 pts	25
16. What levels of assistance did you witness?					
a. Booksellers walked customers to the shelf and put the book in the customer's hands	<input checked="" type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>		
b. Booksellers offered to order out of stock books	<input type="checkbox"/>	<input type="checkbox"/>	<input checked="" type="checkbox"/>		
c. Booksellers escorted customers to the area and left the customer to browse and select	<input type="checkbox"/>	<input type="checkbox"/>	<input checked="" type="checkbox"/>		
d. Booksellers pointed customers to the general area	<input type="checkbox"/>	<input type="checkbox"/>	<input checked="" type="checkbox"/>		
e. Booksellers provided no assistance	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>		
Comments	The booksellers I saw with customers in the textbook section were doing a good job. All of them were in conversation with different students, going through their papers and assisting them with getting their books. I saw all booksellers smiling and being friendly and patient with students even though the area was overrun with customers.				

In Store Evaluation: Close

	Yes	No	N/A	Possible	Score
Name of Cashier:	Regina				
Description of Cashier:	Female,20's,brown hair ,				
17. Did you receive fast service at the register? (within 10 minutes)	<input checked="" type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	15 pts	15
18. Did you receive friendly service at the register?	<input checked="" type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	10 pts	10
19. Did the cashier/bookseller offer additional assistance?	<input checked="" type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	5 pts	5
Comments:	Regina did ask if I had found everything all right or if there was anything else I needed. She was friendly and fast, as were all the cashiers I observed. The cashiers were also fast to call out that they could help the next customer if they were free, and the lines moved fast considering the large number of customers in the store.				

In Store Evaluation: Overall Customer Experience

	Yes	No	N/A	Possible	Score
20. Was the customer the #1 priority in the store?	<input checked="" type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	20 pts	20
Please indicate why or why not:	All the available booksellers were helping customers. They were being pleasant and patient on probably their busiest day of the year. The booksellers seemed to almost be soothing the students into their first day, answering all questions with a smile and making their transition just a little easier.				

In Store Evaluation Total: 100 100



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Execution	Yes	No	N/A	Possible	Score
Textbooks					
21. Was the Locking in the Sale program in place? (Aug-Sept)	<input checked="" type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	10 pts	10
22. Did you see the 'Pick-Up Online Textbook Orders' Signage? (Aug-Sept)	<input checked="" type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	10 pts	10
Trade Books					
23. Were the National Campus Bestsellers Step Ladders in place? (Aug-Sept)	<input checked="" type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	10 pts	10
GM					
24. Was the Jansport 25% off Promotion in Place?	<input checked="" type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	10 pts	10
25. Was the Red Shirt Promotion in Place? (Aug-Sept)	<input checked="" type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	10 pts	10
26. Was the Current Impulse Zone (Back to School) in Place? (Aug-Sept)	<input checked="" type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	10 pts	10
27. Was the Value End-Cap or Value Wall Presentation in Place? (Aug-Sept)	<input checked="" type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	10 pts	10
Marketing					
28. Were BOTH the Energizer & Schick signs displayed according to plan? (8/1/07-10/15/07)	<input checked="" type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	10 pts	10
29. Was the Dell sign displayed according to plan? (8/1/07-12/31/2007)	<input type="checkbox"/>	<input type="checkbox"/>	<input checked="" type="checkbox"/>	10 pts	N/A
30. Were you handed a copy of U Turn Magazine at the register? (7/23/07-9/30/07)	<input checked="" type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	10 pts	10
Operations					
31. Was folded merchandise tagged with a size sticker strip?	<input checked="" type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	10 pts	10
32. Did hanging merchandise have a size-cap at the top of the hanger?	<input checked="" type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	10 pts	10
33. If the store has a clearance rounder, was the rounder signed and merchandise sized?	<input checked="" type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	10 pts	10

Comments:

The clearance items were not all clearly marked. Other than that, the floor was neat and clean, which could not have been an easy task with as many students who were browsing the clothing and messing things up. You could really see the attention to detail that the booksellers were dedicated to by the way the store was calm and efficient.

Execution Total: **120 pts** **110**

Website Evaluation	Yes	No	Possible	Score	
Date Inquiry was sent: <u>8/21/2007</u>					
Time Inquiry was sent: <u>2:27:00 PM</u>					
30. After making an inquiry, did you receive a response within 48 Business hours?	<input checked="" type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	100 pts	100
Comments:					
The response was sent at 3:14 p.m., less than an hour from the time I sent it. My reply was from Rachel Mundell, the manager of the store. My question was answered.					
Website Evaluation Total:				100 pts	100



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Overall Summary

A large, empty rectangular box with a thin black border, intended for an overall summary report.