

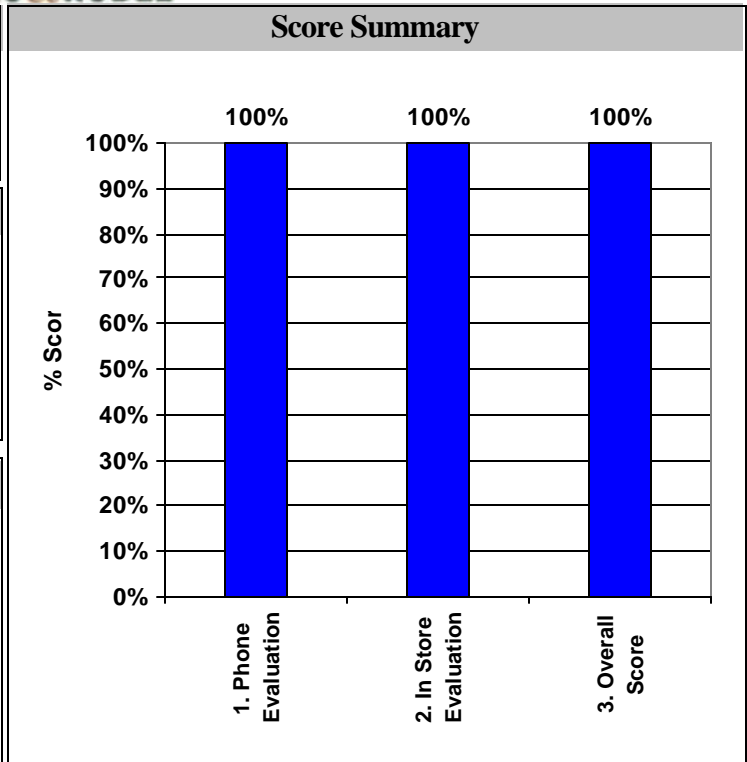


# BARNES & NOBLE

Phone Evaluation	
Shop Date: <u>12/14/2007</u>	Start time: <u>10:47 AM</u>
Day: <u>Friday</u>	End time: <u>10:49 AM</u>
Time of Call: <u>10:47 AM</u>	

In Store Evaluation	
Store Name: <u>Indiana State University</u>	
Store #: <u>524</u>	
Shop Date: <u>12/14/2007</u>	
Shop Day: <u>Friday</u>	
Shop Time: <u>3:33 PM</u>	

Score Analysis			
	Scored:	Possible:	Percentage:
Phone Evaluation:	<u>100</u>	<u>100</u>	<u>100%</u>
In Store Evaluation:	<u>130</u>	<u>130</u>	<u>100%</u>
<b>Overall Score:</b>	<b><u>230</u></b>	<b><u>230</u></b>	<b><u>100%</u></b>



Phone Evaluation: Acknowledge	Yes	No	N/A	Possible	Score
Name of Bookseller _____ Randy _____					
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 checked="" type="checkbox"/> Bookstore Name <input checked="" type="checkbox"/> Bookseller's Name <input checked="" 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**

The bookseller was friendly and outgoing. He spoke in a clear and understandable tone. He provided me with the store's hours of operation. Based on the telephone call, I was motivated to visit. I was favorably impressed with the telephone call.



### BARNES & NOBLE

#### In Store Evaluation: Acknowledge Yes No N/A Possible Score

Name of Bookseller: Unknown

Description of Bookseller: Female, Under 5'0, Medium Brown hair, No Glasses

- 11. Were you greeted in a friendly manner during your visit?  Yes  No 20 pts 20
  - With a smile?  Yes  No
  - With eye contact?  Yes  No
  - With a verbal greeting?  Yes  No
- 12. Were all booksellers wearing nametags?  Yes  No 5 pts 5

Comments:  
The bookseller greeted me from the textbook area as I browsed the book area. She was polite and offered assistance. The bookseller made sure that I was finding what I was looking for and let me know that if I needed further assistance she was available to help.

#### In Store Evaluation: Assist Yes No N/A Possible Score

##### General

Name of Bookseller who assisted you: Aubrey

Description of Bookseller: Female, 5'4 - 5'7, Long Brown hair, No Glasses

- 13. Were you assisted by a friendly, knowledgeable bookseller?  Yes  No 25 pts 25

Please describe your interaction with the bookseller in detail:  
The bookseller was courteous and enthusiastic. When asked, she was able to locate a shirt for me and answer a question regarding the care of it. She appeared to be knowledgeable of the store items and seemed confident and comfortable with the answers she provided.

#### In Store Evaluation: Close Yes No N/A Possible Score

Name of Buyback Bookseller: Unknown

Description of Buyback Bookseller: Female, 5'0 - 5'3, Medium Brown hair, No Glasses

##### Buyback Area

- 14. How many customers were in line for Textbook Buyback? 3
- 15. Did the bookseller(s) explain to the customer the reason for the amount they received back?  Yes  No  N/A 5 pts 5
- 16. Did the customers receive fast/friendly service during their Textbook Buyback Transaction?  Yes  No  N/A 25 pts 25

Please describe your Buyback Observation:  
All customers were directed to an area that was clearly marked. The bookseller was friendly and enthusiastic. She quickly processed each customer's transaction.

##### Register Area

Name of Cashier: Pat

Description of Cashier: Male, 6'0 - 6'3, Short Black hair, No Glasses

- 17. Did you receive fast service at the register? (within 10 minutes)  Yes  No  N/A 15 pts 15  
If no, how long were in you line? \_\_\_\_\_
- 18. Did you receive friendly service at the register?  Yes  No  N/A 10 pts 10
- 19. Did the cashier/bookseller offer additional assistance?  Yes  No  N/A 5 pts 5

Comments:  
The cashier greeted me as he approached the center checkout area. He was personable and chatted with me as he processed my transaction. He made sure that I found everything I was looking for, thanked me, wished me a good weekend and invited me to return.

#### In Store Evaluation: Overall Customer Experience Yes No N/A Possible Score

- 20. Was the customer the #1 priority in the store?  Yes  No 20 pts 20

Please indicate why or why not:  
All of the booksellers were busy assisting customers or operating the checkout while I was in the store. All of the booksellers I came into contact with were polite and seemed to genuinely enjoy serving others. I was impressed with the friendliness and speed of service I received.

**In Store Evaluation Total:** 130 130



**BARNES & NOBLE**

**Website Evaluation** Yes No

Date Inquiry was sent: \_\_\_\_\_ N/A

Time Inquiry was sent: \_\_\_\_\_ N/A

21. After making an inquiry, did you receive a response within 48 Business hours?  Yes  No  **100 pts** **100**

Comments:

N/A

**Website Evaluation Total:** **100 pts** **100**

**Overall Summary**

10. The bookseller was friendly and outgoing. He spoke in a clear and understandable tone. He provided me with the store's hours of operation. Based on the telephone call, I was motivated to visit. I was favorably impressed with the telephone call.

13. The bookseller was courteous and enthusiastic. When asked, she was able to locate a shirt for me and answer a question regarding the care of it. She appeared to be knowledgeable of the store items and seemed confident and comfortable with the answers she provided.

15. The booksellers were overheard explaining to customers the reason for the amount they received back.

16. Each customer was given fast and friendly service during the buy back transaction.

20. All of the booksellers were busy assisting customers or operating the checkout while I was in the store. All of the booksellers I came into contact with were polite and seemed to genuinely enjoy serving others. I was impressed with the friendliness and speed of service I received.

Overall Summary. The telephone was answered promptly. The bookseller was friendly and outgoing. He spoke in a clear and understandable tone. He provided me with the store's hours of operation. Based on the telephone call, I was motivated to visit. I was favorably impressed with the telephone call. The booksellers were readily available to assist customers. The booksellers were gracious and polite. They offered prompt assistance to customers and made certain the customers' needs were being met. The booksellers interacted with one another in a cheerful manner. I felt valued as a customer and will surely return.