

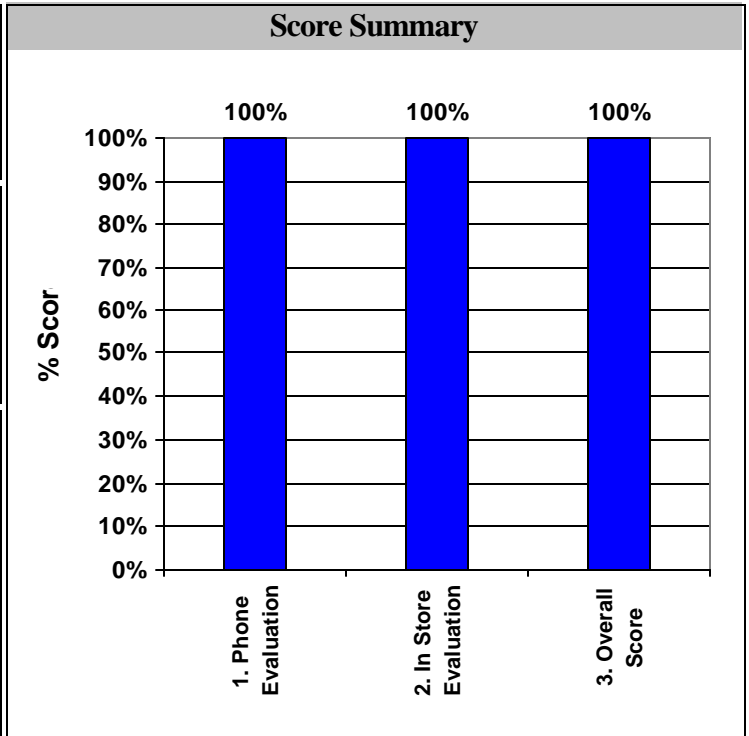


**BARNES & NOBLE**

Phone Evaluation	
Shop Date:	<u>11/2/2007</u>
Day:	<u>Friday</u>
Time of Call:	<u>10:20 am</u>

In Store Evaluation	
Store Name:	<u>Indiana State University</u>
Store #:	<u>524</u>
Shop Date:	<u>11/2/2007</u>
Day:	<u>Friday</u>

Score Analysis			
	Scored:	Possible:	Percentage:
Phone Evaluation:	<input type="text" value="100"/>	<input type="text" value="100"/>	<input type="text" value="100%"/>
In Store Evaluation:	<input type="text" value="100"/>	<input type="text" value="100"/>	<input type="text" value="100%"/>
<b>Overall Score:</b>	<input type="text" value="200"/>	<input type="text" value="200"/>	<input type="text" value="100%"/>



Phone Evaluation: Acknowledge	Yes	No	Possible	Score
1. Were you connected in four rings or less?	<input checked="" type="checkbox"/>	<input type="checkbox"/>	<input type="text" value="10 pts"/>	<input type="text" value="10"/>
2. Did you receive a <i>complete</i> greeting from the bookseller? <input checked="" type="checkbox"/> Bookstore Name <input checked="" type="checkbox"/> Bookseller's Name <input checked="" type="checkbox"/> "How may I assist you?" "How may I help You?, etc"	<input checked="" type="checkbox"/>	<input type="checkbox"/>	<input type="text" value="15 pts"/>	<input type="text" value="15"/>

Phone Evaluation: Assist	Yes	No	N/A	Possible	Score
3. Was the bookseller knowledgeable?	<input checked="" type="checkbox"/>	<input type="checkbox"/>		<input type="text" value="15 pts"/>	<input type="text" value="15"/>
4. Was the bookseller polite and friendly during the phone call?	<input checked="" type="checkbox"/>	<input type="checkbox"/>		<input type="text" value="15 pts"/>	<input type="text" value="15"/>
5. If placed on hold or transferred, did the bookseller ask permission?	<input type="checkbox"/>	<input type="checkbox"/>	<input checked="" type="checkbox"/>	<input type="text" value="5 pts"/>	<input type="text" value="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 <u>0</u> _____ 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="text" value="10 pts"/>	<input type="text" value="10"/>
9. Was there a friendly close to your call?	<input checked="" type="checkbox"/>	<input type="checkbox"/>		<input type="text" value="15 pts"/>	<input type="text" value="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				<input type="text" value="15 pts"/>	<input type="text" value="15"/>
<b>Comments:</b>				<b>Phone Evaluation Total:</b>	<input type="text" value="100 pts"/> <input type="text" value="100"/>

The bookseller was pleasant and professional on the phone. I asked her the question about textbooks and was referred to their website. She offered additional assistance. The bookseller was friendly and helpful during the phone call. I was not put on hold.



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**In Store Evaluation: Acknowledge**

	Yes	No	N/A	Possible	Score
Name of Bookseller	Randy				
Description of Bookseller	Brown hair, glasses				
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:	The bookseller was stocking items as I entered the store. He offered assistance in a friendly manner. I told him I was looking for a pocket calendar. The bookseller escorted me to the merchandise I had inquired about. He offered additional assistance.				

**In Store Evaluation: Assist**

	Yes	No	N/A	Possible	Score
13. Were you assisted by a friendly, knowledgeable bookseller?	<input checked="" type="checkbox"/>	<input type="checkbox"/>		25 pts	25
Comments:					

**In Store Evaluation: Close**

	Yes	No	N/A	Possible	Score
<b>Register Area</b>					
Name of Bookseller	Stephanie				
Description of Bookseller	Blonde, no glasses				
14. Did you receive fast service at the register? (within 10 minutes)	<input checked="" type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	15 pts	15
a. If no, how long were you in line?					
15. Did you receive friendly service at the register?	<input checked="" type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	10 pts	10
16. Did the cashier/bookseller offer additional assistance?	<input checked="" type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	5 pts	5
Comments:	The cashier handled the transaction in a timely manner. She asked if I needed additional assistance before I checked out. The cashier was friendly and helpful. She greeted me when I approached the cash register, and offered a pleasant closing statement.				

**In Store Evaluation: Overall Customer Experience**

	Yes	No	N/A	Possible	Score
17. Was the customer the #1 priority in the store?	<input checked="" type="checkbox"/>	<input type="checkbox"/>		20 pts	20
Please indicate why or why not?:					
Comments:	Both the bookseller and the cashier were helpful to me. They were friendly and pleasant. The store was neatly taken care of and well stocked. There were also many signs to direct you to what you needed in the store. There were two associates at the textbook section of the store who were busy with computer work.				

**In Store Evaluation Total:** **100 pts** **100**



**BARNES & NOBLE**

**Website Evaluation** Yes No Possible Score

Date Inquiry was sent: 11/2/2007

Time Inquiry was sent: 2:11:00 PM

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

Comments:

I sent the email at 2:11 p.m. on Friday afternoon. I received a response from at 3:27 on that same day regarding their sale of used textbooks. The email service was quick.

**Website Evaluation Total:** 100 pts 100

**Overall Summary**

I was pleased with experience in the store. The store had a large variety of items to choose from. The bookseller and cashier were both friendly and helpful. They behaved in a professional manner. I would shop at the store again. The quality of product that I received was nice. I appreciated that I received my receipt without having to ask, as this is rare with a small purchase. The store was clean and organized.