



THE GOLD MEDAL SERVICE AWARDS

SHOPPER RATING CUSTOMER SATISFACTION REPORT: THE RATING CRITERIA

1. How promptly were you greeted?

30 seconds (4pt) 60 seconds (3pt)

90 seconds (2pt) 120 seconds (1pt)

Longer than 120 seconds (0pt)

2. Were you greeted with a smile when you entered the store?

Yes (5pt) No (0pt)

No partial points on this for friendly nods or smirks.

3. Did the sales associate(s) measure/access your foot?

Yes (5pt) No (0pt)

4. Were you provided a comfortable place to sit while trying on shoes?

Yes (5pt) No (0pt)

5. Were you offered anything else to elevate the experience, such as a drink?

Yes (4pt) No (0pt)

6. Do you feel you were offered a fair selection?

(0pt) (1pt) (2pt) (3pt) (4pt) (5pt)

7. Did the sales associate(s) help you try on your shoe on?

Yes (4pt) No (0pt)

8. Were clean try-on socks available?

Yes (2pt) No (0pt)

9. Did the associate recommend a specific shoe or shoes?

A range of shoes (5pt) One specific shoe (2pt) No (0pt)

10. Please select the level of professionalism (polite and respectful) of the sales associate(s) that helped you.

(0pt) (1pt) (2pt) (3pt) (4pt) (5pt)

(1 = Rude / 5 = Enthusiastic)

11. Did the sales associate discuss insoles, socks, handbags, slippers or other products while you were in the store?

Yes (5pt) No (0pt)

12. How knowledgeable and helpful was the staff overall?

(0pt) (1pt) (2pt) (3pt) (4pt) (5pt)

(0 points = not helpful / 5 points = helpful and knowledgeable)

13. How would you rate the sales associates attire?

Was it appropriate? Was the staff easily identifiable?

(1pt) (2pt) (3pt)

14. Were you thanked and/or asked to return?

Not thanked at all (0pt)

Thanked (1pt)

Yes, thanked and asked to return (3pt)

15. Was the store well lit and easy to maneuver?

(1pt) (2pt) (3pt)

16. Was the merchandise presented in a way that was easy to understand and shop?

(1pt) (2pt) (3pt) (4pt)

17. How inviting and comfortable was the store?

(1pt) (2pt) (3pt) (4pt)

18. Did the associate ask for your physical address or e-mail address?

Yes (5pt) No (0pt)

19. Rate the assortment of accessory products

(such as socks, insoles, handbags, etc.)

Very Good (3pt)

Above Average (2pt)

Average (1pt)

Not Good (0pt)

20. Was the checkout procedure easy and intuitive?

(1pt) (2pt) (3pt)

21. On a scale of 1 to 3, with 3 the best: Rate the quality of the shopping bag in which the merchandise was placed.

(1pt) (2pt) (3pt)

22. How would you rate the overall experience?

Yes (5pt) No (0pt)

23. Would you refer a friend to this store?

(0) (1) (2) (3) (4) (5) (6) (7) (8) (9) (10)

SPONSORED BY

