

THE GOLD MEDAL SERVICE AWARDS 2020

Mystery Shopper Criteria



Criteria	Rating System
1 How promptly were you greeted?	Thirty seconds or less rated a score of 4. One minute was a 3. 90 seconds a two and two minutes a 1. Longer than two minutes was rated a 0.
2 Were you greeted with a smile when you entered the store?	Yes equals 5 points. No equals zero. No partial points on this for friendly nods or smirks.
3 Did the sales associate measure your foot?	Zero for no. Five points for yes.
4 Did the sales associate ask you what type of shoe or the purpose of your footwear purchase was?	Five points for yes.
5 Were you provided a comfortable place to sit while trying on shoes?	Three points for yes.
6 Did the sales associate offer to analyze your gait?	Yes equals 5 points.
7 Do you feel you were offered a fair selection?	
8 Did the sales associate help you try on your shoes?	Five points for yes.
9 Were clean try on socks available?	Zero for no. Two points for yes.
10 Did the retailer recommend a specific type of shoe?	Four points for yes.
11 Rate the professionalism of the sales person who helped you.	Zero equals rude and five equals enthusiastic.
12 Did the retailer discuss apparel or other products with you?	Five points for yes.
13 How knowledgeable and helpful was the staff overall?	Zero equals not helpful. Five points for very helpful and knowledgeable.

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14 How would you rate the sales associates on their attire? Was it appropriate? Was the staff easily identifiable?	This was rated on a 1-to-3 point scale.
15 Were you thanked and asked to return?	Zero equals not thanked at all. One point for a Thank You. Four for a thank you and an invitation to return.
16 Was the store well-lit and easy to maneuver?	Four points for yes.
17 Was the merchandise presented in a way that was easy to understand and shop?	Mystery shoppers rated this on a scale of 1 to 4.
18 How inviting and comfortable was the store?	Mystery shoppers rated this on a scale of 1 to 4.
19 Were you asked for your physical or e-mail address?	Zero for no. Five points for yes.
20 Rate the assortment of accessory products.	Rated on a scale of 1 to 2.
21 Was the checkout process easy and intuitive?	Good equals three points.
22 Were there any extra special additions to improve your checkout experience?	Two points for yes.
23 How would you rate the overall experience?	Five points was very good.
24 Would you refer a friend to this store?	Five points was the highest.
BONUS QUESTION: Through signage, displays, interaction with associates, etc., were you made aware of any of the following: Upcoming events; Training programs; Educational seminars; In-Store Events; Other.	One point each.

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