



THE GOLD MEDAL SERVICE AWARD FOR OUTSTANDING CUSTOMER SERVICE 2021

Mystery Shopper Criteria

| Criteria | Rating System |
|---|---|
| 1 How promptly were you greeted? | Thirty seconds or less = 4. One minute = 3. Ninety seconds = 2. Two minutes = 1. Longer than two minutes = 0. |
| 2 Were you greeted with a smile when you entered the store? | Yes = 5 points No = zero <i>No partial points on this for friendly nods or smirks.</i> |
| 3 Did the sales associate measure your foot? | Yes = 5 points No = 0 points |
| 4 Did the sales associate ask you what type of shoe or the purpose of your footwear purchase was? | Yes = 5 points No = 0 points |
| 5 Were you provided a comfortable place to sit while trying on shoes? | Yes = 3 points No = 0 points |
| 6 Did the sales associate offer to analyze your gait? | Yes = 5 points No = 0 points |
| 7 Do you feel you were offered a fair selection? | Rated on a 1-to-5 point scale. (5 = Very Good) |
| 8 Did the sales associate help you try on your shoes? | Yes = 5 points No = 0 points |
| 9 Were clean try on socks available? | Yes = 2 points No = 0 points |
| 10 Did the retailer recommend a specific type of shoe? | Yes = 4 points No = 0 points |
| 11 Rate the professionalism of the sales person who helped you. | Enthusiastic = 5 points Rude = 0 points |
| 12 Did the retailer discuss apparel or other products with you? | Yes = 5 points No = 0 points |
| 13 How knowledgeable and helpful was the staff overall? | Very helpful & knowledgeable = 5 points Not Helpful = 0 points |

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|--|---|
| 14 How would you rate the sales associates on their attire? Was it appropriate? Was the staff easily identifiable? | Rated on a 1-to-3 point scale. |
| 15 Were you thanked and asked to return? | Not thanked at all = 0 Thank you = 1 Thank you and invitation to return = 4 |
| 16 Was the store well-lit and easy to maneuver? | Yes = 4 points No = 0 points |
| 17 Was the merchandise presented in a way that was easy to understand and shop? | Rated on a 1-to-4 point scale. |
| 18 How inviting and comfortable was the store? | Rated on a 1-to-3 point scale. |
| 19 Were you asked for your physical or e-mail address? | Yes = 5 points No = 0 points. |
| 20 Rate the assortment of accessory products. | Rated on a 1-to-2 point scale. |
| 21 Was the checkout process easy and intuitive? | Yes = 3 points No = 0 points |
| 22 Were there any extra special additions to improve your checkout experience? | Yes = 2 points No = 0 points |
| 23 How would you rate the overall experience? | Rated on a 1-to-5 point scale. (5 = Very Good) |
| 24 Would you refer a friend to this store? | Rated on a 1-to-5 point scale.. |
| 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. |

2021 SPONSORS

