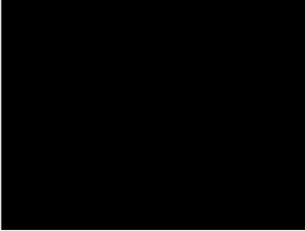


EVALUATION #
3108981

09-05-2022

SURVEY: WRITTEN 2022

046



AVGS & SHOP COUNTS

Location avg (1) 68%
Company avg (21) 82%

SECTIONAL SCORES

Store Condition : (4/4) 100%
Identify : (2/2) 100%
Discover : (1/5) 20%
Educate : (5/7) 71%
Ask : (2/2) 100%
Loyalty : (7/11) 64%

YOUR SCORE

68%



21/31 points

COMPANY RANK YTD

17/20



THIS SCORE VS LOCATION YTD



68%
This Evaluation



68%
YTD Average

LOCATION VS COMPANY YTD

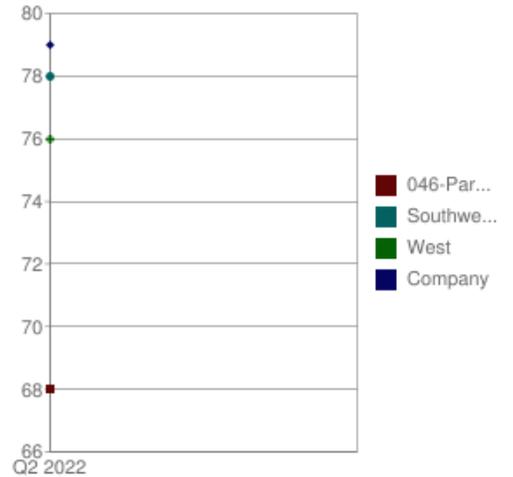


68%
YTD Average



82%
YTD Average

TREND VS. LEVELS



QUESTION LEVEL CHANGE REQUEST

[Add](#)

QUESTION

SCORE

ANSWER

Date shop performed:

9/5/2022

Day of the week:

0/0

✓ **Monday**

- Tuesday
- Wednesday
- Thursday
- Friday
- Saturday

Time you entered the store:

5:39 PM

Time you left the store:

6:02 PM

Employee name:



How much did you spend?

\$16.27

Please upload your receipt:



STORE CONDITION 100% (4/4)

Was the exterior of the store clean/free from debris?	1/1	✓ Yes
		No
Was general housekeeping to a high standard, clean floors, shelves, and product dust free?	1/1	✓ Yes
		No
Was it easy to navigate the store and find what you were looking for? Did the wayfinding signage and product classification signage help direct you to what you were looking for?	1/1	✓ Yes
		No
Were the fixtures and signage in good condition, anything visibly damaged or broken?	1/1	✓ Yes
		No

Please describe in detail your answers above. Be sure to explain any NO answers but also describe positive interactions:

Upon approach, the location was easy to locate. The signage was fresh, the windows were free from streaks or prints and the hours of operation were easy to see.

IDENTIFY 100% (2/2)

Were you personally greeted within 30 seconds of entering the store? 1/1 **✓ Yes**

No

Did the associate greet you pleasantly and professionally? 1/1 **✓ Yes**

No

Please describe, in detail, your answers above. Be sure to explain any NO answers but also describe positive interactions:

I was greeted within 30 seconds of entering. The associate, who was behind a shelf said, "Hello, welcome". She said this as she was approaching me. Her body language was open and she made eye contact and smiled as she spoke.

DISCOVER 20% (1/5)

What scenario did you present when asked what you needed? 0/0

1st time Lakeshore customer looking for a birthday party gift for a 5 year old who likes dinosaurs.

Parent looking for items to help prepare their child for kindergarten.

Parent looking to help their 2nd grade child with multiplication.

Parent looking for ideas to help with learning loss for a child transitioning from 3rd to 4th grade.

Parent looking for ideas around homeschooling their 2nd grade child.

Office employee looking for ideas to help decorate the employee breakroom.

✓ Entrepreneur looking for ideas for setting up a home daycare.

What, if any, additional information/product knowledge did the associate provide to you regarding your scenario?

From her name tag, I learned that the associate's name [REDACTED] After greeting me, she asked me if she could help me find anything today. I explained that I was running an in-home childcare business and I needed items that were appropriate for a child who just turned 1 years old.

[REDACTED] walked me over to a section of the store, showed me some items on the shelf that might interest me and followed up with what the child might learn from these toys. She mentioned literacy, organization and sequencing. She also explained that many items were part of the 20% off Back-to-School sale.

Did the associate give his / her name? 0/1 Yes

✓ No

Did the associate use open ended questions to determine the customers needs/what they came in for? 0/1 Yes

✓ No

Did the associate ask questions to get to know you, beyond your immediate needs for a purchase today? Find out how many children you have, what grade you teach, etc. (add new question) 0/1 Yes

✓ No

During your interactions with the associates, were they fully engaged with you? Paying attention, making eye contact, etc. 1/1 **✓ Yes**
No

Did the associate use probing follow-up questions to better understand the customer's needs, using who, what, when, where, or how? 0/1 Yes
✓ No
N/A

Please describe, in detail, your answers above. Be sure to explain any NO answers but also describe positive interactions:

██████ did not introduce herself to me but she was wearing a name tag. The only open ended question that ██████ asked was what could she help me find. She did not follow up with questions to better understand my business goals or my space available. She also did not ask about the size of or the ages in my class.

She made appropriate recommendations based on the information that I provided, but she did not ask probing questions to better understand my needs.

EDUCATE 71% (5/7)

Did the associate lead the customer to the product that best matched the customer's needs? 1/1 **✓ Yes**
No

Did the associate present product features and benefits that were relevant to the needs described by the customer? 1/1 **✓ Yes**
No
N/A

Did the associate offer a choice of products when available or appropriate? 1/1 **✓ Yes**
No
N/A

Did the associate offer to open packages (if needed) and demonstrate the products recommended? 0/1 Yes
✓ No
N/A

Was the associate able to answer any questions the customer had about the specified item? 1/1 **✓ Yes**
No
N/A

Did the associate reference any additional materials you could access for more information, like the parent guide or the Lakeshore Learning website? 0/1 Yes
✓ No
N/A

Did the associate offer alternatives if/when you declined to purchase the initial recommended item? Mark N/A if you chose to purchase the initial item. 1/1 **✓ Yes**
No
N/A

Please describe, in detail, your answers above. Be sure to explain any NO answers but also describe positive interactions:

██████ took the lead in showing me specific items. When I explained that my space was limited so I was looking for items that could be used by more than one age group, ██████ took this information and made two other suggestions. She followed up her suggestions with details on why the items were appropriate as well as other activities that could be done with those items.

██████ did mention sales going on in the store, but did not mention the website or the parent guide. At no time during our interaction did Andrea offer to open any of the items she showed me.

ASK 100% (2/2)

Did the associate confirm that you found an item that fit your needs?	1/1	<input checked="" type="checkbox"/> Yes <input type="checkbox"/> No <input type="checkbox"/> N/A
Did the associate offer additional items for purchase that were relevant to your item of interest? For example, offering dry erase markers to go with a dry erase board, lamination if you purchased a poster, etc. Mark N/A if there would have been no items relevant to your item of interest.	1/1	<input checked="" type="checkbox"/> Yes <input type="checkbox"/> No <input type="checkbox"/> N/A

Please describe, in detail, your answers above. Be sure to explain any NO answers but also describe positive interactions:

After approaching the register, [REDACTED] acted as my cashier. She asked me if I found what I was looking for. When I responded that the item would work for me, she asked me if I saw the other item next to it that served a similar purpose. She then came from around the cash wrap to show me the item. I thanked her for the suggestion and replied that I already had one.

LOYALTY 64% (7/11)

Were the items on the cash wrap easy to shop and signed correctly?	1/1	<input checked="" type="checkbox"/> Yes <input type="checkbox"/> No
Did the associate greet you pleasantly and professionally at the cash wrap? Mark N/A if it is the same person you spoke with on the sales floor.	1/1	<input checked="" type="checkbox"/> Yes <input type="checkbox"/> No <input type="checkbox"/> N/A
During your interactions with the associate at the cash wrap, were they fully engaged with you? Paying attention, making eye contact, etc.	1/1	<input checked="" type="checkbox"/> Yes <input type="checkbox"/> No <input type="checkbox"/> N/A
Did the associate seem knowledgeable about how to properly use the register and how to process your form of payment?	1/1	<input checked="" type="checkbox"/> Yes <input type="checkbox"/> No <input type="checkbox"/> N/A
Did the associate talk about earning points and getting perks with Lakeshore Rewards program (Mark Yes if this is done at any time, including prior to checkout.)	0/1	<input type="checkbox"/> Yes <input checked="" type="checkbox"/> No <input type="checkbox"/> N/A
Did the associate talk about the benefits of text sign up? (Mark Yes if this is done at any time, including prior to checkout.)	0/1	<input type="checkbox"/> Yes <input checked="" type="checkbox"/> No <input type="checkbox"/> N/A
Did the associate ask you if you had any coupons OR offer a coupon for you to use?	0/1	<input type="checkbox"/> Yes <input checked="" type="checkbox"/> No
Was it an easy seamless line queue and checkout experience?	1/1	<input checked="" type="checkbox"/> Yes <input type="checkbox"/> No
Were you: (check all that apply)	1/2	<input checked="" type="checkbox"/> Thanked <input type="checkbox"/> Invited to return <input type="checkbox"/> None of the above

Please describe, in detail, your answers above. Be sure to explain any NO answers but also describe positive interactions:

After ringing in my items, [REDACTED] asked if I had an account. I responded that I was not sure so she looked me up with my telephone number. She told me that I was in the system, so if any of the items I purchased did not work out for me, she could locate them for an exchange. She did not discuss points, texting, or any other promotional events besides the back-to-school sale. She handled the transaction quickly and confidently. I was offered a receipt without asking and thanked before I left.

Based on your overall experience, would you shop at this location again?	1/1	<input checked="" type="checkbox"/> Yes <input type="checkbox"/> No
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Please explain why or why not:

I was able to find fast and friendly service. The store was well organized with a wide selection of items that could work for both business and personal use. The prices were reasonable for the quality of the items. I would return.

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After Your Mystery Shop



Preparation

Review your shop and identify important areas of success and opportunity.



Team Huddle

Focus your session on sales and customer service.



Home Runs

Discuss as a team what were the biggest successes.



Coaching

Discuss as a team the biggest opportunities for improvement.



Closing

Thank your team and be sure to click "SAVE" at the bottom of your shop.

Please provide an overview of the shop to the team members attending this session. It is recommended that the shop is printed out or posted two days prior to the shop review session. The team members' names should be blacked out if the shop score is low.

To view the [Coach's Guide](#), click here or paste the link below

<http://www.realitybasedgroup.com/gameplan/coachsguide.pdf>