

EVALUATION # 6319

01-21-2012

Survey: MVDM US-Cellular
1001

Location Information

Address 1
Address 2
City State Zip

Overall : (145/192)	76%
Location Appearance : (45/48)	94%
Associate Appearance : (4/7)	57%
Approach / Greeting : (17/23)	74%
Needs Assessment : (12/15)	80%
Product Presentation - Product Knowledge : (41/51)	80%
Closing : (2/21)	10%
Summary : (24/27)	89%

THIS VS. LAST SCORE



76%
This Evaluation



75%
Last Evaluation

COMPANY RANK (YTD)

1/4



LOCATION : YTD

Location	82%
Company	72%
Your Rank	1/4
Your Percentile	100th

SECTIONAL SCORES



QUESTION

SCORE

ANSWER

Date shop performed

1/21/2012

Please enter the time you entered the location:

10:45 AM

Please enter the time you left the location.

11:34 AM

LOCATION APPEARANCE

Exterior

1.10 Outdoor sign completely lit?	0/3	N/A
1.20 Side walk is clean and free of debris and trash?	3/3	Yes
1.30 Windows clean, dust free and organized signage?	3/3	Yes

Interior

1.50 Floor is clean, vacuumed and free of debris?	3/3	Yes
1.60 Is the appearance of the store's interior neat, organized and clean?	3/3	Yes

1.70 Were the phone displays:

1.71-Full?	3/3	Yes
1.72-Neat?	3/3	Yes
1.73-Clean?	3/3	Yes
1.74-Priced?	3/3	Yes

1.75-Functional?	3/3	Yes
1.80 Were the accessory displays:		
1.81-Full?	3/3	Yes
1.82-Neat?	3/3	Yes
1.83-Clean?	3/3	Yes
1.84-Priced?	3/3	Yes
1.90 The interior is well lit with all lights on?	3/3	Yes
1.95 Were coverage / rate plan brochures readily available?	3/3	Yes

Associate Appearance

Description of the associate who assisted you.

2.00 Gender:	Female
2.01 Height:	5'7"
2.02 Hair Color:	Black
2.05 Facial Hair:	None
2.06 Glasses:	No

2.10 PLEASE UPLOAD THE BUSINESS CARD OF THE ASSOCIATE HERE (.JPG FORMAT, SCALED TO VIEW ONLY PLEASE):



2.20 Salesperson Name:	April
2.30 Was the associate wearing a name tag?	0/3 No
2.40 Name on tag:	n/a
2.50 Was the associate's appearance neat, well-groomed and presentable?	3/3 Yes
2.60 How many customers were in the store at the time of your arrival?:	4
2.70 How many employees were present in the location?	4
2.80 If the store was busy, were associates available for assistance or were they busy doing other work-related tasks other than assisting customers?	1/1 Available to assist

APPROACH / GREETING

Note: If the associates are assisting customers, you should be greeted or acknowledged within 1 minute of entering the store.

3.00 Were you or acknowledged in a prompt courteous manner upon entering the store?	3/3	Yes
3.10 In minutes, how long did you have to wait for assistance from the time you entered? (The actual time it took to be assisted, not greeted.)	5/5	Immediately
3.20 Did the sales associate introduce themselves by name?	3/3	Yes
3.30 Did the sales associate ask for your name?	0/3	No
3.40 Did they use your name throughout the presentation?	0/3	No
3.50 Was the greeting warm, sincere and friendly?	3/3	Warm & Friendly
3.60 Please rate the quality of the sales associate's greeting using the best description from the pull-down menu of choices:	3/3	Excellent - Personal, Sincere, Enthusiastic

NEEDS ASSESSMENT

4.00 Did the associate ask questions to determine your wireless needs? (Where and how you plan to use your new phone, etc.)	3/3	Yes
4.10 After determining your needs, did the associate recommend a phone for you to purchase?	3/3	Yes

4.20 What manufacturer of phone did the associate recommend?		LG
4.21 What model of phone did they recommend?		un270 attune
4.30 Did the associate show and offer accessories suited to the recommended phone?	0/3	No
4.40 Did they ask questions to determine the best rate plan for your needs?	3/3	Yes
4.50 Please rate the sales associate's needs assessment skill:	3/3	Excellent - Perfect

PRODUCT PRESENTATION - PRODUCT KNOWLEDGE

5.00 Did they recommend an appropriate rate plan?	3/3	Yes
5.10 Did they discuss family plans or additional lines of service?	3/3	Yes
5.20 Did the sales associate tell you what was included in box?	3/3	Yes
5.30 Did the sales associate mention any special offers or promotions?	3/3	Yes
5.40 What was the special offer?		\$55.00 credit per line through 1/26
5.50 Did the associate explain the difference between the types of phones offered; Basic, Text/Email Friendly and or Smart phones/PDAs?	3/3	Yes
5.60 Did the sales associate explain the differences between the Smartphone platforms (Android, Windows, Blackberry, etc.)	3/3	Yes

Which of the following service features were discussed, explained or offered:

5.70 Insurance or Product Protection Plan?	3/3	Yes
5.71 Text/Picture Messaging?	3/3	Yes
5.72 Navigation?	3/3	Yes
5.73 Email On The Go?	3/3	Yes
5.74 Apps of any type other than Social Networking?	3/3	Yes
5.75 Social Networking apps such as Facebook or Twitter?	3/3	Yes
5.85 Did the sales associate demonstrate any handset features or functions?	0/3	No
5.95 Did the sales associate give you an opportunity to operate the recommended phone?	0/3	No
6.05 Please rate the sales associate's demonstration skill:	3/3	Excellent
6.15 Did the sales associate offer any other non-wireless services or products?	0/3	No
6.25 If "YES", what service did they offer?		
6.35 If "Other", what service did they offer?		n/a
6.45 Please rate the sales associate's needs assessment skills, product knowledge and presentation skills:	2/3	Good - Better Than Most

CLOSING

7.00 Did the associate ask for the sale?	0/3	No
7.10 Did the associate attempt to start the application/activation process?	0/3	No
7.20 What objection did you use for not buying today?		I need to check with my spouse.
7.30 How many times did the sales associate try to sell you before giving up?	0/3	0
7.40 Did the associate attempt to overcome your objection to making an immediate purchase?	0/3	No
7.50 Did the sales associate ask if you had any friends or family who would be interested?	0/3	No
7.60 Rate the sales associate's effectiveness with motivating you to make a purchase today:	2/3	Good - Mostly Motivated
7.70 Please rate the sales associate's closing skills from the pull-down menu of choices:	0/3	Unacceptable - None

SUMMARY

8.00 Based on your experience today, would you recommend a friend or family member purchase a phone from this location?	3/3	Yes
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Please rate your entire experience in the store and with the staff today:

8.10 Store cleanliness:	3/3	Excellent - Exceptionally Clean
8.20 Store atmosphere:	2/3	Good - Welcoming
8.30 Store displays:	3/3	Excellent - Superior
8.40 Sales associate's appearance:	1/3	Average - Acceptable
8.50 Sales associate's friendliness:	3/3	Excellent - Exceeded Expectations
8.60 Sales associate's courtesy:	3/3	Excellent - Remarkable
8.70 Sales associate's professionalism:	3/3	Excellent - Surpassed Expectations
8.80 Sales associate's knowledge:	3/3	Excellent - Perfect Knowledge

9.0 Provide a summary of your shopping experience today in the sectional summaries below.

9.10 DESCRIBE THE LOCATION APPEARANCE, (INSIDE AND OUTSIDE) LEVEL OF CLEANLINESS, DEGREE OF ORGANIZATION, GENERAL ATMOSPHERE AND THE CONDITION OF PRODUCT DISPLAYS:

The location inside was immaculate, well organized, great atmosphere, with a well designed layout.

9.20 EXPLAIN THE QUALITY OF YOUR INTERACTION WITH THE SALES ASSOCIATE (GREETING, NEEDS ASSESSMENT, PRODUCT DEMONSTRATION, CLOSING, ETC.) WHAT DID THEY DO TO MAKE YOU FEEL VALUED AS A CUSTOMER...OR NOT? HOW EFFECTIVELY DID THEY EXPLAIN THE PRODUCTS, INSTILL CONFIDENCE AND MOTIVATE YOU TO MAKE A PURCHASE TODAY...OR NOT?

I walked in the door and was greeted by April within 30 seconds. April came over, introduced herself, and asked how she could help me. April was smiling and had a very warm tone in her voice. I told April my current contract with a competing carrier is expired and a friend recommended US Cellular.

April took me over to her kiosk and started asking questions regarding what I needed. After a few minutes of good questions, she knew exactly what I needed.

April took me over to the phones and explained all the different types and demonstrated them and recommended different phones for each of the people in my family.

When we went back to the kiosk we sat down and April told me about the \$55 per phone special to January 26. I thanked April for all the information she gave me and told her she had answered all my questions.

9.25 WHAT DID THE SALES ASSOCIATE DO WELL? AND...HOW COULD THE SALES ASSOCIATE IMPROVE THEIR OVERALL PRESENTATION?

April's greeting and assessment skills were outstanding. Within a few minutes and a few questions April had figured out my needs to a tee. April had total command of the process and knew everything about the products and knew how to demonstrate them well. April kept the whole process going and gave me the proper plan. The only negative I would have is that she did not try to close the deal. At some point before I gave my excuse she should have asked me to sign up. That did not happen.

9.30 EXPLAIN YOUR ANSWER TO QUESTION 8.0, WHAT--SPECIFICALLY--DID THE SALES ASSOCIATE DO TO MOTIVATE YOU TO RECOMMEND A FRIEND OR FAMILY MEMBER TO PURCHASE A PHONE TODAY, OR NOT?

April's overall knowledge, and personality, and her presentation skills, and her ability to ask the right questions, plus the product presented warrants a recommendation.