

HUMANEXPERIENCE

MYSTERY SHOPPING REPORT

Australian Hotels Association (Vic)

<i>Best Retail Liquor Outlet</i>	<i>Venue Name</i>
<i>Visited on:</i>	

H^x

YOUR RESULTS

BEST RETAIL LIQUOR OUTLET

The next few pages provide a detailed breakdown of each of the sub-scores for this award category.

OVERALL SCORE

X%

81 - 100% Area of strength

67 - 80% Requires management

0 - 66% High risk area

your results

X%	X%	X%	X%	X%
ACKNOWLEDGEMENT & ENGAGEMENT	PRODUCT ENGAGEMENT	POINT OF SALE	STORE FEEL & PRESENTATION	INNOVATION

H^X

ACKNOWLEDGEMENT & ENGAGEMENT

BEST RETAIL LIQUOR OUTLET

results

1.01	Were you acknowledged by a staff member within 60 seconds of entering the store?	
1.02	Were you approached by a staff member within two minutes of entering the store?	
1.03	When the staff member approached you, did they engage with you by asking you a question (not related to buying a product)?	
1.04	If yes, what question did the staff member ask you?	
1.05	Was the approach natural and appealing?	
1.06	Did the staff member continue the conversation with you in a genuine manner?	
1.07	Did the staff member ask you a leading question to determine why you had come into the store?	
1.08	If yes, what question did the staff member ask you?	

notes...

TOTALS FOR THIS SECTION			
0	0	0	0%
POSITIVE	NEGATIVE	N/A	TOTAL

PRODUCT ENGAGEMENT

BEST RETAIL LIQUOR OUTLET

results

ASK	"I'm looking for dry Rosé - what do you recommend?"	
2.01	Did the staff member ask you relevant questions, to get an understanding of what you were looking for and how they might be able to help you?	
2.02	Did the staff member ask about your budget?	
2.03	When speaking about your budget, was it asked without judgement?	
2.04	Did the staff member show they had listened to what you had said?	
2.05	Did the staff member make a recommendation for something that was on budget, under budget, and over budget?	
2.06	Was the recommendation educational?	
2.07	Was the recommendation fun and engaging?	
2.08	Did the staff member make any additional suggestions (outside of what you were looking at)?	

notes...

TOTALS FOR THIS SECTION			
0	0	0	0%
POSITIVE	NEGATIVE	N/A	TOTAL

POINT OF SALE
BEST RETAIL LIQUOR OUTLET

results

3.01	Did the conversation you were having with the staff member continue when you reached the register?	
3.02	Were you charged correctly for your purchase?	
3.03	Was your purchase packaged neatly?	
3.04	Did the staff member thank you and offer a friendly farewell?	

notes...

TOTALS FOR THIS SECTION			
0	0	0	0%
POSITIVE	NEGATIVE	N/A	TOTAL

photo of the packed liquor

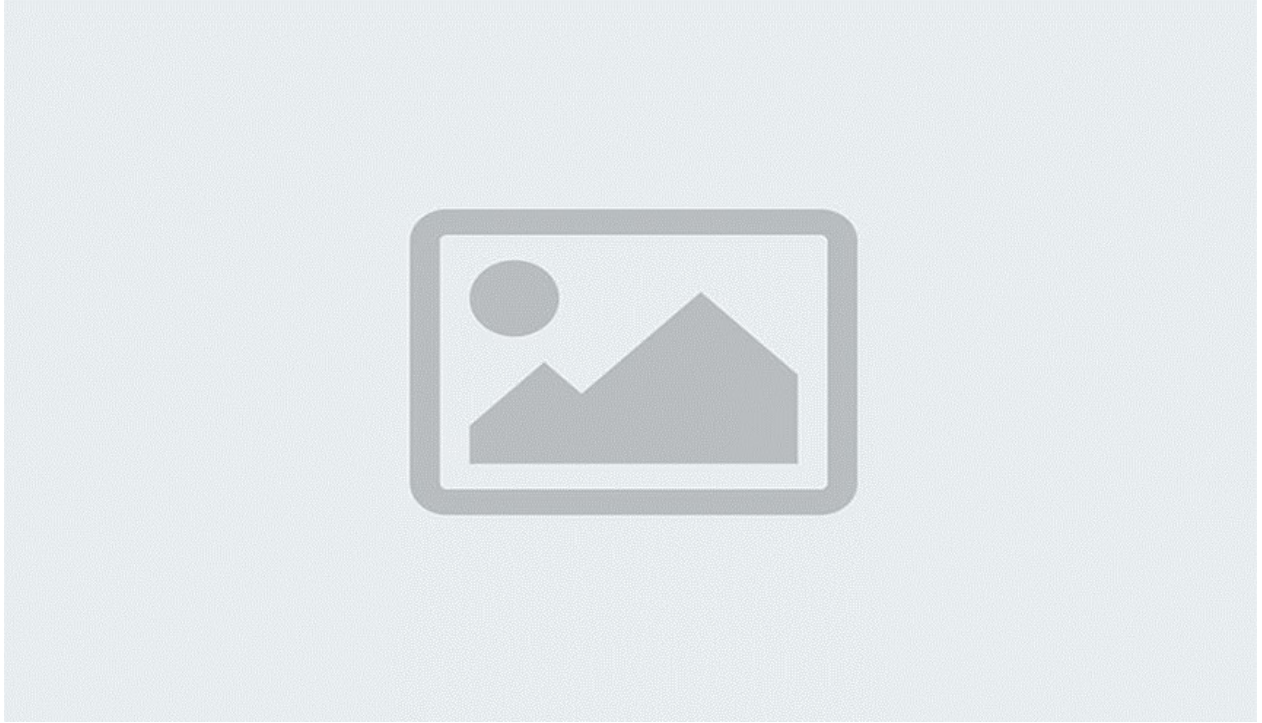
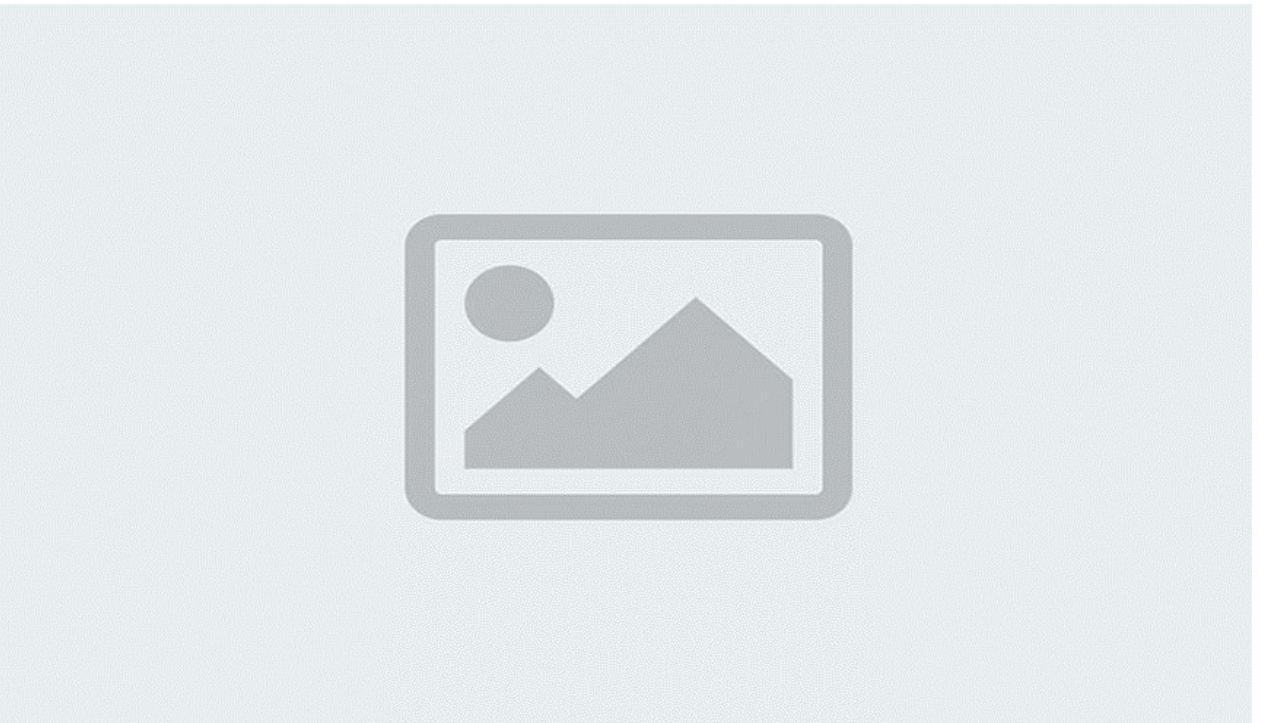


photo of the liquor



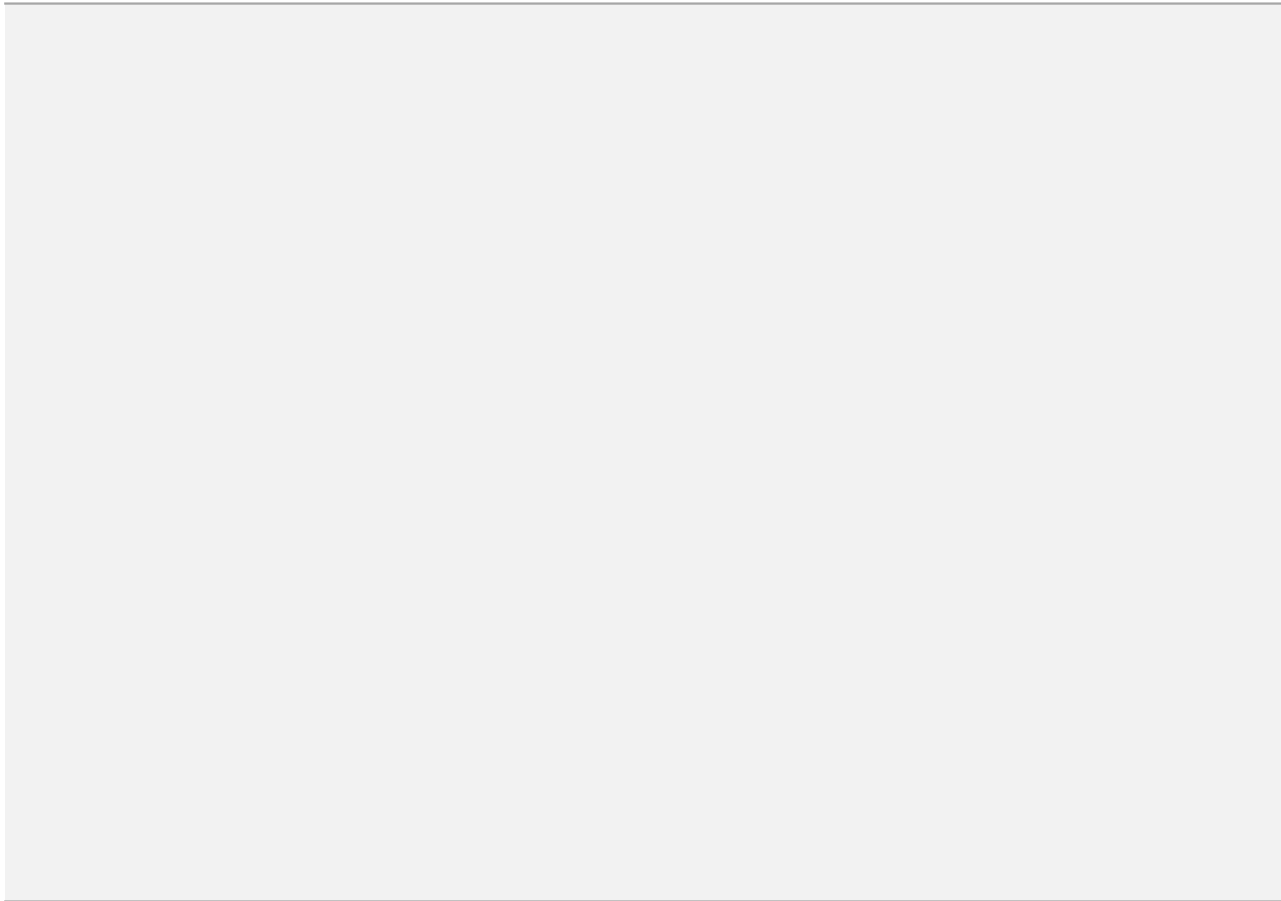
STORE FEEL & PRESENTATION

BEST RETAIL LIQUOR OUTLET

results

4.01	Was the exterior of the store in good repair, clean, and tidy?	
4.02	Was the path outside the store in good repair, clean, and tidy?	
4.03	Was the external signage and information (such as opening hours) neat and clear?	
4.04	Was the store entry pleasing?	
4.05	Were the floors clean and clear of rubbish or clutter?	
4.06	Were the shelves clean, tidy, and free of dust?	
4.07	Were the shelves well stocked?	
4.08	Were the fridge doors clean and free of marks?	
4.09	Were the fridges well stocked?	
4.10	Was there signage and/or retail props on display to support the retail products on sale?	
4.11	Was the point of sale area clean and tidy?	
4.12	Was there space to put your purchase down?	
4.13	Was the point of sale area well stocked and tagged?	

notes...



TOTALS FOR THIS SECTION			
0	0	0	0%
POSITIVE	NEGATIVE	N/A	TOTAL

INNOVATION

BEST RETAIL LIQUOR OUTLET

results

5.01	Was there anything outside of liquor, soft drinks, and basic snacks available for sale within the store (e.g., cheeses)?	
5.02	If yes, what was for sale outside of liquor?	
5.03	Was there an interactive activation in store when you visited (e.g., tastings)?	
5.04	If yes, what was the activation?	

notes...

TOTALS FOR THIS SECTION			
0	0	0	0%
POSITIVE	NEGATIVE	N/A	TOTAL

KEY COMMENTS
BEST RETAIL LIQUOR OUTLET

overall feedback...

THE BEST THING

KEY AREA(S) OF IMPROVEMENT