



Shadow Shopping Results for

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Category	Overall	Exterior / Entrance	Greeting	Branch Appearance	Staff	Customer Service	Customer Focus	Farewell / FollowUp	Customer Experience
Level	Amber	Green	Red	Green	Amber	Amber	Green	Green	Amber
Score	67.2%	100.0%	22.2%	100.0%	73.3%	55.1%	100.0%	100.0%	45.0%
Weight	100%	10%	15%	15%	25%	15%	2%	4%	14%

Exterior / Entrance	Answer	Score	Possible	Standard
4. Approach	<ul style="list-style-type: none"> Welcoming Clean and tidy There was no debris or rubbish The windows were clean 	3.0	3.0	<ul style="list-style-type: none"> Welcoming Clean and tidy There was no debris or rubbish The windows were clean
5. ATM	<ul style="list-style-type: none"> Had clean surfaces with no dirty marks Had no rubbish / cigarette butts / receipts The bin was no more than half full 	3.0	3.0	<ul style="list-style-type: none"> Had clean surfaces with no dirty marks Had no rubbish / cigarette butts / receipts The bin was no more than half full
7. Entrance	<ul style="list-style-type: none"> Easy to access Unobstructed There were no hazards The doorway flooring was clean and unworn 	4.0	4.0	<ul style="list-style-type: none"> Easy to access Unobstructed There were no hazards The doorway flooring was clean and unworn
6. Impression	My first impression was that it looked very clean and professional. The signage, windows and doors looked very clean			

Greeting	Answer	Score	Possible	Standard
10. Time	• No - I was not greeted until I went to the counter	0.0	5.0	• Within 10 seconds of entering the branch
11. Attitude	• With eye contact	1.7	5.0	<ul style="list-style-type: none"> With a smile With eye contact With an upbeat tone
12. Helpful	• You were told where to go and what to do	1.7	5.0	<ul style="list-style-type: none"> You were made to feel welcome You felt they were being helpful You were told where to go and what to do

13. Impression	<p>When I got to the counter the lady said 'hello' to me. I said 'can I open an account please' The lady was not unfriendly however she told me matter of factly, she did not apologise for my wait, and did not come across as particularly welcoming. She said that I couldn't do it at the counter, that I needed to speak to the lady 'behind the screen'. I felt put out that I had waited in the queue only to be told that I needed to speak to someone else. She did not point me in the direction of the lady 'behind the screen' or offer to call her over for me or take me to her.</p> <p>I was a little stumped about where to go. I went to the back of the bank closest to the entrance doors and there was a lady sat at the enquiries counter. (the same lady who was sat there when I walked in). She did not look up as I approached. I approached her and asked 'can I open an account here please?'. She said 'yes you can' and said that I would need to go into an office and she 'would fix one up' for me.</p> <p>She escorted me to the office and asked me to take a seat and that she she needed to do a few things and then she would be back. I was sat alone in the office for 5-10 minutes</p>			
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Branch Appearance	Answer	Score	Possible	Standard
14. Floors Walls	<ul style="list-style-type: none"> The carpet / flooring was clean and free of marks There was no sign of wear and tear on the carpet / flooring There were no trip hazards (splits, tears etc) The walls and doors were clean and free of marks Everything looked in good condition It was well lit 	5.0	5.0	<ul style="list-style-type: none"> The carpet / flooring was clean and free of marks There was no sign of wear and tear on the carpet / flooring There were no trip hazards (splits, tears etc) The walls and doors were clean and free of marks Everything looked in good condition It was well lit
15. Counter	<ul style="list-style-type: none"> Clean and free of dust and marks Neat, tidy and organised There were no water bottles, coffee cups or food There were no stickers, notes, paper or trinkets Everything looked in good condition 	5.0	5.0	<ul style="list-style-type: none"> Clean and free of dust and marks Neat, tidy and organised There were no water bottles, coffee cups or food There were no stickers, notes, paper or trinkets Everything looked in good condition



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Branch Appearance	Answer	Score	Possible	Standard
16. Back Counter	<ul style="list-style-type: none"> The computers / equipment was clean and tidy The desktops were clean There was no visible confidential information There were no water bottles, coffee cups or food There were no stickers, notes, paper or trinkets 	5.0	5.0	<ul style="list-style-type: none"> The computers / equipment was clean and tidy The desktops were clean There was no visible confidential information There were no water bottles, coffee cups or food There were no stickers, notes, paper or trinkets
17. Impression	<p>My impression of the branch was very good. It was very clean. The carpet looked fresh and clean. The walls were spotless. The temperature was just right. It was a particularly hot day outside and it felt refreshingly cool in the branch. Everything was well lit and organised.</p>			
Staff	Answer	Score	Possible	Standard
18. Greeting	<ul style="list-style-type: none"> Was wearing a uniform Looked professional Was well groomed, clean and tidy Was wearing a name badge 	5.0	5.0	<ul style="list-style-type: none"> Was wearing a uniform Looked professional Was well groomed, clean and tidy Was wearing a name badge
19. Scarf	<ul style="list-style-type: none"> No 	0.0	0.0	If the person who greeted you was a woman was she wearing a scarf? (leave blank if a man greeted you)
20. Acknowledgement	<ul style="list-style-type: none"> None of the above 	0.0	5.0	<ul style="list-style-type: none"> Make eye contact regularly to show you they had not forgotten about you? Say I will not be long (or similar) Use non-verbal communication (like nodding)
22. Interaction	<ul style="list-style-type: none"> It was face to face With eye contact They listened to you They did not interrupt 	3.3	5.0	<ul style="list-style-type: none"> It was face to face With eye contact They listened to you They did not interrupt They checked their understanding of your needs They focussed on you and were not distracted by anything else
25. Listening	<ul style="list-style-type: none"> Listened attentively to your question? Cared about your query? Answered your query? Was interested in you? Wanted to make sure you had the information you needed? Checked that you had the information you needed? 	5.0	5.0	<ul style="list-style-type: none"> Listened attentively to your question? Cared about your query? Answered your query? Was interested in you? Wanted to make sure you had the information you needed? Checked that you had the information you needed?
26. Information	<ul style="list-style-type: none"> Clear Reliable Relevant Understandable 	5.0	5.0	<ul style="list-style-type: none"> Clear Reliable Relevant Understandable
Customer Service	Answer	Score	Possible	Standard
21. Staff	<ul style="list-style-type: none"> Spoke without raising their voices or speaking too loudly Spoke at an appropriate level (e.g.hushed voice for confidential matters) Were not eating or drinking Were not slouching or sitting on furniture (other than chairs) Did not talk about personal matters to each other 	4.0	4.0	<ul style="list-style-type: none"> Spoke without raising their voices or speaking too loudly Spoke at an appropriate level (e.g.hushed voice for confidential matters) Were not eating or drinking Were not slouching or sitting on furniture (other than chairs) Did not talk about personal matters to each other
24. Efficient	<ul style="list-style-type: none"> Professional Understanding Trustworthy They made you feel at ease 	1.6	2.0	<ul style="list-style-type: none"> Professional Efficient Understanding Trustworthy They made you feel at ease
27. Promotion	<ul style="list-style-type: none"> None of the above 	0.0	5.0	<ul style="list-style-type: none"> Explained the benefits of banking with [REDACTED] Made you feel that it was a good idea?
28. History	<ul style="list-style-type: none"> No 	0.0	0.0	Did the staff member tell you about the history of the BCU?
29. Next Steps	<ul style="list-style-type: none"> Give you any forms / brochures that you needed? Offer further help if you needed it? 	2.7	4.0	<ul style="list-style-type: none"> Clearly outline the next steps you had to take? Give you any forms / brochures that you needed? Offer further help if you needed it?



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Customer Service	Answer	Score	Possible	Standard
8. Concierge	When I entered the branch I paused and looked around as if I was a little lost. There was a lady sat at the enquiries counter. She did not look up when I walked in or greet me. I don't believe she noticed I was there. After pausing and looking around I joined the queue. There were 6 customers in front of me. It looked as if some had been waiting a long time as 1 customer walked out and another was sighing audibly. As well as this 2 children were running around and running into customers in the queue which was adding to frustration. There were 2 ladies at the counter. One was wearing a white blouse and a scarf, the second was wearing a blue blouse with no scarf. The lady in the white blouse was serving customers, the lady in the blue blouse seemed to be counting slips. She did not look up at any customers or acknowledge their obvious impatience. I waited for 10-20 minutes before I was served. During my 10-20 minute wait I saw 2 other staff members come out of what looked like a staff room behind the counter, they looked at the customers but did not smile or assist any customers.			
Customer Focus	Answer	Score	Possible	Standard
23. Account	<ul style="list-style-type: none"> • Welcomed you to [REDACTED] • Told you about [REDACTED] • Gave you compliance and privacy information • Explained about the Standard Membership Pack • Told you you needed \$10 to open an account • Told you what ID you needed 	2.0	2.0	<ul style="list-style-type: none"> • Welcomed you to [REDACTED] • Told you about [REDACTED] • Gave you compliance and privacy information • Explained about the Standard Membership Pack • Told you you needed \$10 to open an account • Told you what ID you needed
Farewell / FollowUp	Answer	Score	Possible	Standard
30. Leaving	<ul style="list-style-type: none"> • Say goodbye or similar? • Smile at you? • Make eye contact with you? • Say they hope they would see you soon (or similar)? 	4.0	4.0	<ul style="list-style-type: none"> • Say goodbye or similar? • Smile at you? • Make eye contact with you? • Say they hope they would see you soon (or similar)?
Customer Experience	Answer	Score	Possible	Standard
31. Valued	<ul style="list-style-type: none"> • Yes 	2.0	2.0	Thinking back to your experience today did you feel like a valued customer?
39. Real life	<ul style="list-style-type: none"> • 4 	0.8	2.0	On a scale of 0 to 10 : 10 = Very Likely
40. Rating	<ul style="list-style-type: none"> • 4 	2.0	5.0	On a scale of 0 to 10 : 10 = Excellent
41. Recommend	<ul style="list-style-type: none"> • 3 	1.5	5.0	On a scale of 0 to 10 : 10 = Very Likely
32. Like Most	The thing I liked the most about my experience was that the lady who set up the account for me talked to me, she used my name when she addressed me, she didnt make me feel like I was 'just a number'. I felt comfortable in her presence and she didnt make me feel like I was silly when I asked a question.			
33. Like Least	The thing I liked least about my experience was that while I was waiting in the queue it was blatantly obvious that customers were frustrated with having to wait so long. I, myself was starting to get very frustrated especially as there was only one person serving and the other 3 staff that I saw did not acknowledge anybody or offer to help out.			
34. Unexpected	No, nothing unexpected happened			
35. Brand	I was satisfied with the presentation of the [REDACTED] brand. It came across to me as being professional, community focussed, small but honest, and like it had nothing to hide.			
36. Promotions	No, I did not notice any promotions while I was in the branch			
37. Done well	I think what was done well was the way that everything was explained to me while my account was being opened. It was a very thorough explanation of all the processes for banking with [REDACTED] and I didnt have to prompt the staff member for information ; she readily gave it to me			



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Customer Experience	Answer	Score	Possible	Standard
38. Improved	I think that having a service where if there are alot of customers waiting, someone who is not serving could approach the customers and ask them what they are there for and either assist them or tell them which queue to join or who to speak to. It would also be nice to have separate queues for separate banking matters. For example a queue for opening accounts, a queue for general banking etcetera			
Other Questions	Answer			
1. Date	Wednesday 9 November 2011			
2. Time In	2:55 p.m			
3. Time Out	3:45 p.m			
9. Queue	More than 5			

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