



## Shadow Shopping Results for



**Customer  
Logo  
Removed**

Category	Overall	Greeting	Queue	Order	Upselling	Loyalty	Store	Handover	Food	Staff
Level	Green	Green	Green	Red	Green	Red	Green	Green	Green	Green
Score	82.3%	100.0%	84.4%	65.6%	100.0%	0.0%	80.0%	100.0%	100.0%	100.0%
Weight	100%	6%	8%	16%	10%	10%	5%	11%	32%	2%

Greeting	Answer	Score	Possible	Standard
2. Greeting Entry	• In less than 30 seconds	3.0	3.0	• In less than 30 seconds
3. Greeting Entry Attitude	• With a friendly smile • With eye contact • Enthusiastically & with energy	3.0	3.0	• With a friendly smile • With eye contact • Enthusiastically & with energy
4. Greeting Entry	The young lady approached the counter and said 'Hello, can I help you with anything?'			
Queue	Answer	Score	Possible	Standard
5. Order queue	• 3 - 5	0.0	0.0	• None.
6. Time to order	• Less than 2 minutes	3.0	3.0	• Less than 2 minutes
23. Handover wait	• 1 - 2 minutes.	3.8	5.0	• Less than 1 minute.
Order	Answer	Score	Possible	Standard
7. Order Greeting	• Greeted you right away • Gave you a friendly smile • Made eye contact • Did it with enthusiasm and energy	3.0	3.0	• Greeted you right away • Gave you a friendly smile • Made eye contact • Did it with enthusiasm and energy
8. Order Help	• Engaged with you • Explained about the Favourite Salads (Made-To-Order)  • Explained that you could mix & match Fast Salads (Ready Made) • Offered help in making your selection • Was knowledgeable about the contents of the salads	2.5	3.0	• Engaged with you • Explained about the Favourite Salads (Made-To-Order)  • Explained that you could mix & match Fast Salads (Ready Made) • Explained about the Combo deal of a drink and Sanck for \$2.50 with any salad • Offered help in making your selection • Was knowledgeable about the contents of the salads
15. Order Person confirmation	• No	0.0	5.0	Please tick YES if the order person was clean, tidy, well-groomed (Q12) AND in uniform (Q12) AND name badge (Q14) Tick NO if 1 or more was missing
21. Gloves Money	• Yes – they did NOT HANDLE money with a gloved hand	5.0	5.0	The order person is NOT supposed to touch the money with a gloved hand Did they meet this standard?
9. Knowledge	I told her that I hadn't purchased from them before and needed assistance on products.			
10. Knowledge Answer	She kindly went through all of the options and ran through my menu options in the Express/Fast Salad range.  One by one she explained each different salad I had to choose from.			
Upselling	Answer	Score	Possible	Standard
16. Upselling drink	• Yes	10.0	10.0	The person taking your order encouraged you to buy a drink to go with your food or a combo deal?
18. Upselling	"Would you like a drink with your meal?"			
Loyalty	Answer	Score	Possible	Standard
17. Sumo Society	• No.	0.0	10.0	Did the Order person ask if you were in (have a loyalty card) or tell you about it?
Store	Answer	Score	Possible	Standard
19. Fast Salad Sizes	• Easily Visible	1.0	2.0	• Easily Visible • In good condition
36. Premises	• The store / area looked clean • The drinks fridge was well stocked • The store lighting was all working	3.0	3.0	• The store / area looked clean • The drinks fridge was well stocked • The store lighting was all working
37. Premises Comment	Upon approaching the store it was clear to see they keep a very high standard of cleanliness. On closer inspection everything looked fantastic.			
Handover	Answer	Score	Possible	Standard
20. Gloves Serving	• Yes, they wore a glove on ONE hand	4.0	4.0	• Yes, they wore a glove on ONE hand
24. Farewell	• Shown where the cutlery was (or I was given cutlery) • Thanked for your business • Farewelled pleasantly	7.0	7.0	• Shown where the cutlery was (or I was given cutlery) • Thanked for your business • Farewelled pleasantly
Food	Answer	Score	Possible	Standard
22. Product Presentation	• Packed neatly • There was no overspill	3.0	3.0	• Packed neatly • There was no overspill
26. FOOD Delivered	• The right amount • The ingredients were fresh • The salad was tasty	10.0	10.0	• The right amount • The ingredients were fresh • The salad was tasty



## Shadow Shopping Results for

[REDACTED]

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Food	Answer	Score	Possible	Standard
28. FAST SALAD DISPLAY	<ul style="list-style-type: none"> <li>Fresh &amp; appetizing</li> <li>Tidy and organised</li> <li>There was no spillage</li> <li>The salads were correctly labelled</li> <li>The glass was clean &amp; unsmudged</li> </ul>	7.0	7.0	<ul style="list-style-type: none"> <li>Fresh &amp; appetizing</li> <li>Tidy and organised</li> <li>There was no spillage</li> <li>The salads were correctly labelled</li> <li>The glass was clean &amp; unsmudged</li> </ul>
29. FAST SALAD STOCK	<ul style="list-style-type: none"> <li>Were more than 75% full</li> </ul>	0.0	0.0	<ul style="list-style-type: none"> <li>Were more than 75% full</li> </ul>
31. FAVOURITES SALAD DISPLAY	<ul style="list-style-type: none"> <li>Fresh &amp; appetizing</li> <li>Tidy and organised</li> <li>Well stocked</li> <li>There was no spillage</li> <li>The glass was clean &amp; unsmudged</li> </ul>	5.0	5.0	<ul style="list-style-type: none"> <li>Fresh &amp; appetizing</li> <li>Tidy and organised</li> <li>Well stocked</li> <li>There was no spillage</li> <li>The glass was clean &amp; unsmudged</li> </ul>
33. Bread Products DISPLAY	<ul style="list-style-type: none"> <li>Fresh &amp; appetizing</li> <li>Tidy and organised</li> <li>There was no spillage</li> <li>The bread products were correctly labelled</li> <li>The glass was clean &amp; unsmudged</li> </ul>	7.0	7.0	<ul style="list-style-type: none"> <li>Fresh &amp; appetizing</li> <li>Tidy and organised</li> <li>There was no spillage</li> <li>The bread products were correctly labelled</li> <li>The glass was clean &amp; unsmudged</li> </ul>
34. Bread Products STOCK	<ul style="list-style-type: none"> <li>Were more than 75% full</li> </ul>	0.0	0.0	<ul style="list-style-type: none"> <li>Were more than 75% full</li> </ul>
25. Food Ordered	I ordered a medium Fast Salad which comprised of the 'Falafel and Cous Cous Salad' and the 'Greek Salad'.			
27. FOOD as delivered	The food tasted very fresh and the flavours were really nice.  It all looked good and tasted great.			
30. FAST SALAD COMMENT	It looked extremely neat and organised, signs were clear and all of the trays were fully stocked.			
32. FAVOURITE SALAD COMMENT	Again, this area was neat and tidy, looked very clean, food looked fresh.			
35. Bread Products Display Comment	Displayed in a very neat fashion, ingredients were easy to see and also looked fresh.			
Staff	Answer	Score	Possible	Standard
11. Order Person	<ul style="list-style-type: none"> <li>Clean, tidy and well groomed</li> <li>Wearing full uniform ( [REDACTED] Shirt + cap or bandanna)</li> </ul>	0.0	0.0	<ul style="list-style-type: none"> <li>Clean, tidy and well groomed</li> <li>Wearing full uniform ( [REDACTED] Shirt + cap or bandanna)</li> </ul>
13. Order Name Badge	<ul style="list-style-type: none"> <li>None of the above</li> </ul>	0.0	0.0	<ul style="list-style-type: none"> <li>Wearing a name badge</li> <li>The badge was easy to read</li> </ul>
38. Order person Skills	<ul style="list-style-type: none"> <li>Polite and courteous</li> <li>Friendly</li> <li>Knowledgeable</li> <li>Helpful</li> </ul>	2.0	2.0	<ul style="list-style-type: none"> <li>Polite and courteous</li> <li>Friendly</li> <li>Knowledgeable</li> <li>Helpful</li> </ul>
12. Order Person	The young lady was dressed in a clean uniform with her hair pulled back off her face and wearing a bandanna.			
14. Order Name	The person who served me was female, early 20's, approximately 5 foot 8 inches, slim build, her hair was dyed a red/burgundy colour about shoulder length, Caucasian and was wearing a silver stud above her lip.			
Other Questions	Answer			
1. Receipt Confirmation	The time of your visit was between 12 noon and 1:30 PM AND Your salad was Ready Made (i.e. has FAST or EXPRESS on the receipt)			
39. Visit time	Tuesday 8th November 2011, 12:27pm			
40. Overall Experience	Being my first time at [REDACTED] it was a very pleasant experience.			
41. Like most	The high standard of customer service offered to me.			
42. Like least	There wasn't anything negative about my experience.			
43. Done well	The high standard held in the shop for cleanliness and also the customer service.			
44. Needs improving	Nothing.			
45. Valued Customer	Yes			
46. Value for Money	Yes			
47. Repeat Business	Yes			
48. Return	The level of service, the high standard of fresh food and the overall appearance of the store.			
49. Recommendation	10			
50. Recommendation	It's refreshing to be served by somebody who clearly enjoys their work, the food was beautiful and value for money.			