



Shadow Shopping Results for



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Category	Overall	Telephone	Greeting	Staff	Farewell / FollowUp	Customer Experience	Procedures
Level	Green	Green	Green	Green	Amber	Green	Green
Score	82.7%	100.0%	90.0%	92.4%	50.0%	90.0%	85.3%
Weight	100%	10%	4%	22%	18%	12%	34%

Telephone	Answer	Score	Possible	Standard
3. Answered	• Yes	4.0	4.0	Was you call answered (by a person, not an answering machine)?
4. Answer Time	• In 6 rings or less, and was answerd by a person	2.0	2.0	• In 6 rings or less, and was answerd by a person
5. On Hold	• I was not placed on Hold.	2.0	2.0	• I was not placed on Hold.
6. Hold Time	• I was not placed on hold at all	2.0	2.0	• I was not placed on hold at all
7. Get Back	N/A			

Greeting	Answer	Score	Possible	Standard
9. Attitude	• Friendly • Helpful • Easy to understand	2.0	2.0	• Friendly • Helpful • Easy to understand
25. Reception	• Greeted pleasantly in a warm friendly manner • Shown where the Seminar was being held • The Trainer was already in the Seminar room • The Seminar room was set up with chairs	1.6	2.0	• Greeted pleasantly in a warm friendly manner • Shown where the Seminar was being held • The Trainer was already in the Seminar room • The Seminar room was set up with chairs • The presentation was already on the screen

8. Words: Hello welcome to ██████████ Hamilton this is Zane speaking how can I help.?
10. Name: Zane

11. Happened: Zane welcomed me to ██████████ and asked how he could help. I explained the reason for my call. The conversation started slowly but politely as we both attempted to assess the situation and to asertain the other persons motive in the phone call. Zane required a small amount of prompting from myself to get the conversation flowing. Once this started though the conversation flowed freely and Zane was able to bring to the conversation his, what appeared to be, high level of knowledge, and enthusiasm for the product. Zane explained what ██████████ was all about, what the seminar aimed to achieve and how ██████████ could help me. He (as I know was not part of the assignment) convinced me to book into a self assessment after the seminar. Zane after a slowish start to the conversation got me very enthusiastic about the seminar and what ██████████ could do for me.

Staff	Answer	Score	Possible	Standard
12. Contact	• Name • Phone number	2.0	3.0	• Name • Phone number • Email
13. Goals	• What your goals were in coming to the Seminar? • If you had a friends training at ██████████ • If you had any questions about the Seminar?	2.0	2.0	• What your goals were in coming to the Seminar? • If you had a friends training at ██████████ • If you had any questions about the Seminar?
16. Knowledge	• Listened attentively to your question? • Gave a knowledgeable answer? • Checked to see your question was answered?	2.0	2.0	• Listened attentively to your question? • Gave a knowledgeable answer? • Checked to see your question was answered?
39. Knowledge	• Knowledgeable • Able to answer clients questions • Encouraged questions • When they answered a question checked it was understood	4.0	4.0	• Knowledgeable • Able to answer clients questions • Encouraged questions • When they answered a question checked it was understood
40. Speaking	• Spoke clearly • Was easy to understand • Was easy to hear • Did not go too fast • Did not go too slow • Did not use jargon	3.0	3.0	• Spoke clearly • Was easy to understand • Was easy to hear • Did not go too fast • Did not go too slow • Did not use jargon
41. Attitude	• Made eye contact with people in the group • Smiled • Was attentive to any questions • Made people feel welcome	2.0	2.0	• Made eye contact with people in the group • Smiled • Was attentive to any questions • Made people feel welcome
42. Manner	• Approachable • Friendly • Professional	4.0	4.0	• Approachable • Friendly • Professional



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Staff	Answer	Score	Possible	Standard
43. Material	<ul style="list-style-type: none"> • Easy to read • Matched what the Trainer was talking about 	1.3	2.0	<ul style="list-style-type: none"> • Easy to read • Looked professional • Matched what the Trainer was talking about
14. Question	I asked how could [REDACTED] help me			
15. Answer	Zane explained that [REDACTED] ethos was more about nutrition than just hitting the gym and getting fit. He explained that [REDACTED] was about a total lifestyle change as apart from a short term little long term gain sort of band aid solution that many other personal trainers and gym tended to promise.			
Farewell / FollowUp	Answer	Score	Possible	Standard
17. Confirm	<ul style="list-style-type: none"> • The date • The time • The location 	3.0	4.0	<ul style="list-style-type: none"> • The date • The time • The location • Where you could park
18. Farewell	<ul style="list-style-type: none"> • Thank you for your call? • Farewell you pleasantly? • Say they looked forward to seeing you at the Seminar? 	2.0	2.0	<ul style="list-style-type: none"> • Thank you for your call? • Farewell you pleasantly? • Say they looked forward to seeing you at the Seminar?
37. End of Seminar	<ul style="list-style-type: none"> • Asked if anyone had any questions? • Asked if anyone had a friend who would like to attend the next seminar • Thanked everyone for coming • Farewelled you pleasantly • Stayed around for 5 minutes to answer questions 	4.0	4.0	<ul style="list-style-type: none"> • Asked if anyone had any questions? • Asked if anyone had a friend who would like to attend the next seminar • Thanked everyone for coming • Farewelled you pleasantly • Stayed around for 5 minutes to answer questions
51. Follow up	<ul style="list-style-type: none"> • No 	0.0	4.0	Did you receive a follow up call the day after the Seminar:
52. Followup Info	<ul style="list-style-type: none"> • None of the above 	0.0	4.0	<ul style="list-style-type: none"> • I was asked if I would like to book an Initial Consultation • I was asked if I had any friends / family who might benefit from the next Seminar • When I said I was thinking about it it was accepted gracefully
Customer Experience	Answer	Score	Possible	Standard
19. Phone Rating	<ul style="list-style-type: none"> • 9 	3.6	4.0	On a scale of 1 to 10 : 10 = Good
50. Netpromoter	<ul style="list-style-type: none"> • 9 	7.2	8.0	On a scale of 0 to 10 : 10 = Very Likely
20. Phone Impression	My impression of [REDACTED] after the phone call was very high, i thought that Zane even after a slowish start did a great job in transmitting the enthusiasm and knowledge that he had to me over the phone. I became very keen for the seminar and started to look forward to it a great deal.			
44. Unexpected	I didn't expect to enjoy the experience as much as I did. I have been to a fair few gyms over the years and no other had such an inherent good, fun vibe around the place. I didn't expect for Zane to convince me to sign up for a self assessment and to get me as keen as I was for all that [REDACTED] was all about. I didn't expect to look forward to the seminar as much as I did			
45. Done well	I felt that all the trainers had a great presence about them. They all welcomed their client in a very warm fun fashion that would make it very hard not to turn up for your routinely gym session and or training session. I also liked that there seemed to be no leaders, no trainer seemed to be more advanced than the next and all seemed to have an equally high level of knowledge, which they never hesitated to share with their clients. I liked also that all the trainers all seemed to be on the same wave length when it came to the information that they knew, there was no inconstancy in the training, which I felt was a brilliant thing.			
46. Improved	Not much I feel could be improved. The phone conversation did start a bit slowly with Zane and I felt that he needed a little prompting from myself until he fully became confident with the conversation as was able to share with me his high level of knowledge. Also after taking a self assessment with Zane I felt that the cost for the programs was a wee bit expensive, I know with what I earn I could not afford to go to [REDACTED] I feel there could be a cheaper option.			



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Customer Experience	Answer	Score	Possible	Standard
47. Like Most	The energy and the high level of knowledge that all the trainers displayed and shared with their clients definitely impressed me. Also the warm welcome that I was given when I, a random person coming to a seminar whom they have never met, arrived at their studio, It really was a good feeling			
48. Like Least	I did have a mother father family with their twenty something year old daughters and friends sitting behind me who were very loud, giggly and I feel were all trying to out do each other in trying to impress the trainers. This made it harder for Jordan to answer questions (which he still managed to do very well) and made it harder for the other clients to focus on what was being taught by Jordan. Apart from that minor issue everything else was fine.			
49. Overall Experience	My impression of [REDACTED] from the initial phone conversation to the seminar and self assessment was very good. I felt the energy, knowledge, confidence and the willingness to share these traits by the trainers was of a very high standard. I went from someone who had the intention of mystery shopping at [REDACTED] to being a potential happy member and would be so if my financial situation allowed it. Overall very impressed.			
Procedures	Answer	Score	Possible	Standard
21. Confirmation	• No	0.0	4.0	Did you receive a confirmation call a day or 2 before the Seminar?
26. Welcome	<ul style="list-style-type: none"> • Welcomed everyone in a warm friendly manner • Introduced himself / herself • Outlined what the Seminar would cover • Started the Seminar on time 	2.0	2.0	<ul style="list-style-type: none"> • Welcomed everyone in a warm friendly manner • Introduced himself / herself • Outlined what the Seminar would cover • Started the Seminar on time
27. Intro	<ul style="list-style-type: none"> • Asked everyone if they already had friends training at [REDACTED] • Asked if anyone was currently training at [REDACTED] • Provided you with pencils and paper • Encouraged you to take notes 	2.0	2.0	<ul style="list-style-type: none"> • Asked everyone if they already had friends training at [REDACTED] • Asked if anyone was currently training at [REDACTED] • Provided you with pencils and paper • Encouraged you to take notes
29. Body Shape	• Yes	2.0	2.0	Were you encouraged to answer the question why so many people with low fat diets rarely achieve a better body shape?
30. Insulin	<ul style="list-style-type: none"> • The Above / Below line principle • Insulin being the hormone that stores glucose • Carbs being broken down into glucose and absorbed • Energy not used right away stored in liver, muscles and as fat 	4.0	4.0	<ul style="list-style-type: none"> • The Above / Below line principle • Insulin being the hormone that stores glucose • Carbs being broken down into glucose and absorbed • Energy not used right away stored in liver, muscles and as fat
31. Carbs	<ul style="list-style-type: none"> • The Carb Tank • That carbs were necessary • That no-carb diets were not advised • About poor, moderate and best choice carbs 	4.0	4.0	<ul style="list-style-type: none"> • The Carb Tank • That carbs were necessary • That no-carb diets were not advised • About poor, moderate and best choice carbs
32. Eating Habits	<ul style="list-style-type: none"> • That you should eat according to the exercise that you are doing • The importance of eating frequently • The impact of the eating habits of those around you 	4.0	4.0	<ul style="list-style-type: none"> • That you should eat according to the exercise that you are doing • The importance of eating frequently • The impact of the eating habits of those around you
33. Body Type	<ul style="list-style-type: none"> • Different body types • The key features of each 	4.0	4.0	<ul style="list-style-type: none"> • Different body types • The key features of each
34. Weights	<ul style="list-style-type: none"> • The benefits of weight training • The amount of weight training needed • Low-moderate and high-cardio ratio • That is was suitable for weight loss 	4.0	4.0	<ul style="list-style-type: none"> • The benefits of weight training • The amount of weight training needed • Low-moderate and high-cardio ratio • That is was suitable for weight loss
35. Motivation	<ul style="list-style-type: none"> • In a fun way • Informative • Interactive with the group 	2.0	2.0	<ul style="list-style-type: none"> • In a fun way • Informative • Interactive with the group
36. Services	<ul style="list-style-type: none"> • The [REDACTED] services • Outlined the benefits of each 	1.0	2.0	<ul style="list-style-type: none"> • The [REDACTED] services • Outlined the benefits of each • Handed out Seminar Evaluation Forms • That there was a box to tick to book an Initial Consultation



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28. Intro Comment	My first impressions of [Redacted] were very high. From the moment I walked into the studio I felt very comfortable and welcome, the energy around the place was brilliant. I was firstly greeted by Jordan (who was to be the trainer for the seminar) with a warm welcome and a firm handshake, who then told me the seminar would start soon and to please take a seat. From then until the seminar start I was warmly greeted with a firm handshake by all the trainers working. My first impression was very good.			
Other Questions		Answer		
1. Date	9/11/11			
2. Time	1630			
22. Seminar Date	12/11/11			
23. Seminar Time	10:00			
24. Seminar Location	Hamilton [Redacted]			
38. Length	Just over an hour			

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