



## Shadow Shopping Results for



**Customer  
Logo  
Removed**

Category	Overall	Phone	Greeting	Staff	Upselling	Closing the Sale	Farewell / Follow Up	Customer Experience	Exterior / Entrance	Foyer	Service	Treatment
Level	Amber	Green	Green	Amber	Red	Amber	Amber	Amber	Amber	Green	Amber	Green
Score	65.1%	100.0%	100.0%	55.6%	35.7%	59.5%	66.7%	70.0%	60.0%	76.9%	61.8%	75.0%
Weight	100%	3%	7%	9%	14%	14%	1%	9%	3%	15%	17%	8%

Phone	Answer	Score	Possible	Standard
5. Phone Rings	• In 6 rings or less and was answered by a person	1.0	1.0	• In 6 rings or less and was answered by a person
6. Phone Hold	• I <b>was not</b> placed on hold.	1.0	1.0	• I <b>was not</b> placed on hold.
7. Phone Hold Time	• I was not placed on hold at all	1.0	1.0	• I was not placed on hold at all
4. Phone Treatment	Eyebrow shaping - waxing vs threading. Does one technique or the other cause more ingrown hairs, grow back faster, cost more? What would she recommend for someone who usually plucks eyebrows?			
Greeting	Answer	Score	Possible	Standard
8. Phone Greeting	• Good morning / afternoon • [Redacted] • This is Firstname • They did not say anything extra.	1.0	1.0	• Good morning / afternoon • [Redacted] • This is Firstname • They did not say anything extra.
9. Phone Attitude	• Friendly • Helpful • Easy to understand	1.0	1.0	• Friendly • Helpful • Easy to understand
44. Greeting Time	• Right away	2.0	2.0	• Right away
45. Attitude	• A friendly smile • Eye contact • A pleasant greeting	1.0	1.0	• A friendly smile • Eye contact • A pleasant greeting
46. Reason	• None of the above - i was greeted right away	0.0	0.0	• There were no visible staff on duty
48. Uniform	• Wearing a uniform • Their uniform was clean & tidy • Well groomed, neat and tidy • Had their name embroidered on their uniform	2.0	2.0	• Wearing a uniform • Their uniform was clean & tidy • Well groomed, neat and tidy • Had their name embroidered on their uniform
50. Customers	• 3 - 5	0.0	0.0	• I was the only person
51. Reception Staff	• 3 - 5	0.0	0.0	• There were no visible staff
10. Phone Name	Sam			
11. Phone Happened	Phone was answered in the above described way by Sam, friendly, courteous and helpful within 3 rings.			
47. Explain	I entered and was greeted by Khusbu straight away. Another girl with no embroidered name was farewelling another customer and a couple of customers and their children were seated, waiting and chatting. A male staff member was on the phone.			
49. Name	Khusbu. She greeted me, asked me the service I wanted today as she seemed to recognise me from my phone enquiry and told me it would be a couple of minutes wait if I would like to take a seat.			
Staff	Answer	Score	Possible	Standard
14. Phone Listening	• Listened attentively to your question • Identified your needs	1.0	1.0	• Listened attentively to your question • Identified your needs
15. Phone Information	• Yes	4.0	4.0	Did the staff member give you appropriate information about the product / service?
16. Phone Offers	• No	0.0	1.0	Did the staff member tell you about any special offers?
20. Phone Benefits	• No	0.0	3.0	Did the staff member tell you about the benefits of the other products or services?
12. Phone Question	I asked about eyebrow shaping - threading vs waxing. Does either technique make a difference to ingrown hairs, time to regrowth etc. I asked whether there was a cost difference. I asked what she would recommend for someone who usually plucks their eyebrows.			
13. Phone Answer	Sam explained that while some people had a preference, waxing, threading achieves a very similar result with no difference in ingrown hairs incidence or time to regrowth. She said occasionally threading would be more successful with very fine hairs but that waxing was very good too. Cost was the same.			
17. Phone Offer Details	I asked specifically about any current special offers and Sam said there were none for waxing. She didn't mention any other special offers at all for other treatments.			



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Staff	Answer	Score	Possible	Standard
21. Phone Benefits Details	N/A			
Upselling	Answer	Score	Possible	Standard
18. Phone Upselling	• No	0.0	4.0	Did the staff member tell you about other products / services?
66. Upselling	• Explained the benefits of the other products / services	5.0	10.0	<ul style="list-style-type: none"> <li>• Offered other products or services</li> <li>• Explained the benefits of the other products / services</li> </ul>
19. Phone Upselling Details	None. I asked specifically about any current special offers, I didn't say "special offers about waxing". She could have mentioned others at that point eg: the \$35 Friday specials.			
67. Upselling explain	Sam suggested after waxing that regular exfoliation and body scrubs were beneficial. She mentioned the Mancine range of body scrubs with lovely fragrances in the waiting area.			
Closing the Sale	Answer	Score	Possible	Standard
22. Phone Confirm	• Yes	4.0	4.0	Did the staff member confirm that the product / service you enquired about was suitable for your needs?
23. Phone Booking	<ul style="list-style-type: none"> <li>• Ask you to make a booking or tell you that you could walk in anytime?</li> <li>• Ask for your contact details?</li> </ul>	1.0	1.0	<ul style="list-style-type: none"> <li>• Ask you to make a booking or tell you that you could walk in anytime?</li> <li>• Ask for your contact details?</li> </ul>
68. Rebook	• None of the above	0.0	5.0	<ul style="list-style-type: none"> <li>• Ask you to rebook?</li> <li>• Ask for or confirm your contact details? (or note that you were a regular and they had your details)</li> </ul>
69. Transaction	<ul style="list-style-type: none"> <li>• Handle your transaction professionally?</li> <li>• Handle your transaction without any problems?</li> </ul>	2.0	2.0	<ul style="list-style-type: none"> <li>• Handle your transaction professionally?</li> <li>• Handle your transaction without any problems?</li> </ul>
70. Thankyou	<ul style="list-style-type: none"> <li>• Thank you for your business?</li> <li>• Farewell you pleasantly?</li> </ul>	1.3	2.0	<ul style="list-style-type: none"> <li>• Thank you for your business?</li> <li>• Farewell you pleasantly?</li> <li>• Say they hoped to see you again soon?</li> </ul>
71. Leaving	More customers were arriving and some already waiting as I left. There were 4 staff members visible, including a male staff member talking to someone. Sam processed my credit card and thanked me for coming.			
Farewell / FollowUp	Answer	Score	Possible	Standard
24. Phone Farewell	<ul style="list-style-type: none"> <li>• Give you a pleasant farewell?</li> <li>• Say they looked forward to seeing you soon?</li> </ul>	0.7	1.0	<ul style="list-style-type: none"> <li>• Thank you for your call?</li> <li>• Give you a pleasant farewell?</li> <li>• Say they looked forward to seeing you soon?</li> </ul>
Customer Experience	Answer	Score	Possible	Standard
25. Netpromoter Phone	• 7	0.7	1.0	On a scale of 0 to 10 : 10 = Very Likely
78. NetPromoter	• 7	5.6	8.0	On a scale of 0 to 10 : 10 = Very Likely
26. Phone Impression	Quite a good impression. Sam was pleasant, friendly and told me what I wanted to know. I asked to make an appointment after this and made one. I made an appointment for a Friday and she didn't mention the Friday \$35 special or attempt to lengthen my appointment with extra services. She wasn't pushy and didn't try to sell me heaps of products or services I didn't need but could have mentioned one or two promotions (unrelated to waxing) in case I wanted these. She also could have asked did I want anything else waxed as I was coming in for my eyebrows.			
72. Unexpected	The wireless eftpos machine dropped connection mid transaction so my payment was rejected. The male staff member took the machine off Sam, walked out of the shop with it and said something about the reception for the wireless remote worked better outside. My pin number was reentered and payment was successful.			
73. Done Well	Sam's service - what I wanted, when I wanted it at a reasonable price. Friendly helpful staff.			
74. Improve	Scrub that front desk regularly, it is right under the customers nose. Hide all staff details and review procedures for this urgently. Find a safe way to clean the light fittings and change bulbs regularly.			
75. Like Most	Sam and her service.			



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Customer Experience	Answer	Score	Possible	Standard
76. Like Least	The staff personal details being revealed really bothered me. It is very unprofessional and I have been in a situation myself where customers have behaved inappropriately - it is very intimidating. I would have been horrified if they had gotten my phone number. The light fittings condition detracts from an otherwise vibrant, professional and inviting reception.			
77. Overall	Good service, reasonable prices and pleasant staff who know their services are your best assets - the only treatment room I saw needs to be made inviting and relaxing, somewhere the customer feel pampered. Not a medical clinic. The service is about beauty and customers expect beauty to some degree in the salon. You have the basics of a great business, just the few things already mentioned need attention.			
Exterior / Entrance	Answer	Score	Possible	Standard
32. Exterior	<ul style="list-style-type: none"> <li>• Clean (including windows)</li> <li>• Well maintained</li> <li>• The window displays were well presented and professional</li> </ul>	1.8	3.0	<ul style="list-style-type: none"> <li>• Clean (including windows)</li> <li>• Well maintained</li> <li>• The window displays were well presented and professional</li> <li>• There was a Directory of Services (Price Board)</li> <li>• There were printed price lists near the entrance (for after hours)</li> </ul>
33. Impression	Price board is large and on an interior wall - visible externally if you really look. Glass appeared clean. Red decor looks vibrant and unisex - not overly feminine so male customers would feel comfortable here.			
Foyer	Answer	Score	Possible	Standard
34. Reception	<ul style="list-style-type: none"> <li>• Clean</li> <li>• Appealing</li> </ul>	1.3	2.0	<ul style="list-style-type: none"> <li>• Clean</li> <li>• Appealing</li> <li>• Well maintained</li> </ul>
35. Reception details	<ul style="list-style-type: none"> <li>• Counter =&gt; Not Clean &lt;br&gt;, Dusty &lt;br&gt;, Untidy&lt;br&gt;</li> </ul>	4.4	5.0	Lose [1] point for each item failing criteria.  Items = <ul style="list-style-type: none"> <li>• Windows</li> <li>• Floors</li> <li>• Counter</li> <li>• Displays</li> <li>• Signage</li> </ul> Criteria : <ul style="list-style-type: none"> <li>• Not Clean</li> <li>• Rubbish or litter</li> <li>• Dusty</li> <li>• Untidy</li> <li>• Cluttered</li> </ul>
37. Displays	<ul style="list-style-type: none"> <li>• Beauty Products =&gt; Clean, Well presented, Appealing, Well stocked</li> <li>• Nail Products =&gt; Clean, Well presented, Appealing, Well stocked, Priced &amp; Labelled</li> <li>• Body Jewellery =&gt; Clean, Well presented, Appealing, Well stocked, Priced &amp; Labelled</li> <li>• Brochures =&gt; Clean, Well presented, Appealing, Well stocked, Priced &amp; Labelled</li> <li>• Poster Displays =&gt; Clean, Well presented, Appealing, Well stocked, Priced &amp; Labelled</li> </ul>	4.8	5.0	Gain [1] point for each item meeting criteria.  Items = <ul style="list-style-type: none"> <li>• Beauty Products</li> <li>• Nail Products</li> <li>• Body Jewellery</li> <li>• Brochures</li> <li>• Poster Displays</li> </ul> Criteria : <ul style="list-style-type: none"> <li>• Clean</li> <li>• Well presented</li> <li>• Appealing</li> <li>• Well stocked</li> <li>• Priced &amp; Labelled</li> </ul>
39. Tester	<ul style="list-style-type: none"> <li>• No</li> </ul>	0.0	1.0	Was there a tester table / area / shelf?
41. Ambiance	<ul style="list-style-type: none"> <li>• The TV and DVD units were on</li> <li>• The salon had no unpleasant smells</li> </ul>	1.0	1.0	<ul style="list-style-type: none"> <li>• The TV and DVD units were on</li> <li>• The salon had no unpleasant smells</li> </ul>
42. Magazines	<ul style="list-style-type: none"> <li>• No</li> </ul>	0.0	1.0	Were the only magazines in the salon



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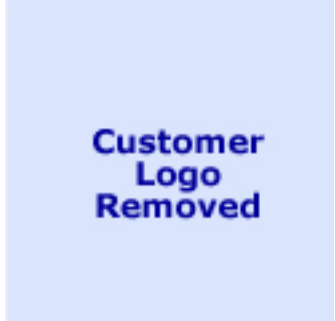


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Foyer	Answer	Score	Possible	Standard
36. Reception comment	<p>On the whole, reception area is pretty good except for a few specific points. I was in this store on 4th November (as a 'real' customer), today is the 12th and the same dried liquid stain (covered with attracted dust) from under the keyboard of the computer is still there!!! Stain is about 10cm across. Front desk needs a thorough clean, the white phone handsets look grimy.</p> <p>As I was paying, I noticed a small handwritten note book clearly labelled "Staff Contact Numbers" with staff names and phone numbers easily visible. If I had wanted to make a note of a name and number I could have without difficulty - I consider this a significant breach of staff privacy and security. I respectfully note this for management's attention - I'm sure I don't need to explain the dangers of not securing staff personal details, the young girls who work here deserve to be protected.</p> <p>If staff need to be phoned, put the book out of sight straight away please. The glass display cases are pretty clean, not dusty - I ran a finger over a couple. Displays look appealing and organised - various products, Indio, ASAP, Mancine bath products &amp; scrubs, spray tanning products. Nail area and products looked well organised and professional.</p> <p>Floor was reasonably clean with a fair amount of traffic on it - I counted 4 staff members, 6 adult customers and several children of customers as I waited. Light fittings hang about 6 feet above the staff's head at the counter and as such are hard to clean. They are filthy, covered in dusty cobwebs and one bulb has blown of the three lights. Not well maintained. Even a high ladder would not make this cleaning issue simple - this is a management issue and not a reflection on staff attention to cleaning.</p>			
38. Display Comment	Neat & well organised. They are appealing and most products are priced. Display posters neat and professional.			
40. Tester details	N/A			
43. Ambiance	Vibrant, organised, reasonably clean (see exceptions above). Quite nice. Magazines included Cosmopolitan. Ambiance is professional and unisex.			
Service	Answer	Score	Possible	Standard
54. Treatment Rating	• 9	4.5	5.0	On a scale of 1 to 10 : 10 = Excellent
56. Professionalism	<ul style="list-style-type: none"> <li>• Made you feel welcome</li> <li>• Put you at ease</li> <li>• Treated you with dignity and respect</li> <li>• Treated you with care and attention</li> <li>• Behaved professionally</li> </ul>	2.0	2.0	<ul style="list-style-type: none"> <li>• Made you feel welcome</li> <li>• Put you at ease</li> <li>• Treated you with dignity and respect</li> <li>• Treated you with care and attention</li> <li>• Behaved professionally</li> </ul>
57. Treatment Welcome	<ul style="list-style-type: none"> <li>• Made eye contact with you</li> <li>• Smiled at you</li> <li>• Made pleasant conversations (where appropriate)</li> </ul>	2.0	2.0	<ul style="list-style-type: none"> <li>• Made eye contact with you</li> <li>• Smiled at you</li> <li>• Made pleasant conversations (where appropriate)</li> </ul>
59. Offers	• No	0.0	6.0	Were there any special offers made at any time?
61. Appointment Wait	• At (or before) your appointment time	2.0	2.0	• At (or before) your appointment time
52. Treatment	Eyebrow wax and half arm wax			
53. Appointment	I originally made a booking for Friday 11th November but had to change it - I came back Saturday 12th November as a walk in. Khusbu explained courteously when I arrived it would be a couple of minutes wait and that's all it was - service was quite prompt.			
55. Treatment Name	Sam was my treating therapist and did a very good waxing job.			



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Service	Answer	Score	Possible	Standard
58. Staff Impression	Very good impression of Sam. She listened to my descriptions of not wanting reshaped eyebrows, just a "tidy up" and did what I asked. All waxing comfortable and competent. She was friendly and happy to chat - I asked about threading eyebrows and her experiences with that, waxing other body parts, hot wax vs strip wax. She answered everything confidently and was courteous and pleasant. I would single her out for praise. She was not a pushy saleswoman, offering me lots of products or services I didn't need.			
60. Offer Details	n/a			
Treatment	Answer	Score	Possible	Standard
62. Room	<ul style="list-style-type: none"> <li>Clean</li> <li>Tidy</li> <li>There was relaxation music playing</li> </ul>	2.0	4.0	<ul style="list-style-type: none"> <li>Clean</li> <li>Tidy</li> <li>Well presented</li> <li>There was a clean robe for your to wear (even if you did not need it)</li> <li>It felt comfortable</li> <li>There was relaxation music playing</li> </ul>
63. Equipment	<ul style="list-style-type: none"> <li>The equipment looked clean and well maintained</li> <li>The wax pots looked clean with no drips of wax</li> <li>The treatment bed (or seating) was clean and comfortable</li> <li>The lighting was appropriate</li> </ul>	4.0	4.0	<ul style="list-style-type: none"> <li>The equipment looked clean and well maintained</li> <li>The wax pots looked clean with no drips of wax</li> <li>The treatment bed (or seating) was clean and comfortable</li> <li>The lighting was appropriate</li> </ul>
64. Room comment	<p>Room was clean and clinical - very sparse with no decoration or pieces to invite you or make you feel like you were somewhere to be pampered. Fluoro light was strong but with waxing you need to see what you are doing so it wasn't inappropriate. No robe, there were spare towels near sink. Bed was plain with plastic covering towels underneath. No pillow. Two posters advertising other services, looked professional but no pictures of tranquil scenes or soft furnishings - felt and looked like a hospital room. Equipment clean &amp; tidy, rubbish bin three quarters full. No unpleasant smells and the music was at an appropriate volume (quiet). I would suggest a few small touches to enhance the room - aromatherapy candles, mirror on wall, tasteful flowers, pillow, somewhere to hang clothes etc.</p>			
65. Treatment comment	<p>Treatment was professional, comfortable and competent. The hand mirror handed to me to inspect my eyebrows was dirty with oil smudges and finger prints (there was no other mirror in the room) - Sam noticed this and apologised but didn't seem to have anything to clean it with. Room was spartan, in line with other services I visit I would like the environment to be relaxing and appealing to the senses. A decorated, tranquil, inviting room would enhance Sam's very good service.</p>			
Other Questions	Answer			
1. Date	Tuesday 8th November 2011.			
2. Start	2:38pm			
3. End	2:40pm			
27. Date	Saturday November 12th 2011.			
28. Time In	2:05pm			
29. Time out	2:31pm			
30. Treatment	Eyebrow wax and half arm wax.			
31. Cost	Eyebrows - \$18.95 + half arms \$24.95 = \$43.90			