

# XXXX Service Assessment/Rating

Number:	3	Assessment Date:	2016 / 9 / 25
Store Name:	Tien Mu Shop	Day:	Sunday
Area:	Taipei City		
Store Type:	XXXX-owned Shop		
Time of Entry to Store:	19:13		
Time of Departure from Store:	19:29		

**Overall Score:** 95.5

## Part 1 : Service Assessment/Rating

### 1. Staff Greeting at the Store

Assessment

- |     |   |     |
|-----|---|-----|
| 1-1 | Serving Staff proactively greeted customer  | Yes |
| 1-2 | Serving Staff with kind smile, eye contact or friendly manner                     | Yes |
| 1-3 | Proactively approaching customers or asking customer whether they need assistance | Yes |
| 1-4 | (Observations) Serving Staff response towards multiple entries of customer-groups | N/A |

#### Reasons for Down-Rating

NONE

### 2. Staff Interaction with Customers

Assessment

- |     |  |          |
|-----|--|----------|
| 2-1 | During interaction, serving staff tried to understand customer needs with open-end questions | 2 smiles |
| 2-2 | During interaction, serving staff recommended products, according to customer needs          | 2 smiles |
| 2-3 | During interaction, serving staff timely introduced brand origin and story                   | B        |
| 2-4 | During interaction, serving staff answered all questions with patience                       | Yes      |

Details For 2-1, Staff was able to guide the visitor to reveal needs, and followed up

with XXXX product advantages to impress

For 2-2, during the service interaction, Staff did proactively asked whether the visitor needed help with product introduction

For 2-3, during the service interaction, Staff was courteous, but no mentioning of RIMOWA brand origin and story, only focusing on product features.

For 2-4, during the service interaction, Staff was able to answer all questions from visitor with patience

### 3. Product-related knowledge

#### 3-1 Description of ALUM and PC “material” characteristics of XXXX products

Friendly staffs, highlighted 2 “material” references to customers, with 4 or more material descriptions

Friendly staffs, highlighted 2 “materials” references to customers, with 3 material descriptions

V

Friendly staffs, highlighted 2 “materials” references to customers, with 2 material descriptions

Indifferent staffs, only 1 “material” description highlighted to customers

Miscellaneous (Descriptive explanation needed)

Detailed description of the “Miscellaneous”.

#### 3-2 Description of structure and content of ALUM and PC material characteristics of XXXX products

Friendly staffs, highlighted 3 “structure” references to customers

V

Friendly staffs, highlighted 2 “structure” references to customers

Friendly staffs, highlighted 1 “structure” reference to customers

Indifferent staffs, with general highlight only (not counting to number of highlights mentioned)

Miscellaneous (Descriptive explanation needed)

Detailed description of the "Miscellaneous".

**3-3** When explaining about products, it's easy for customers to understand clearly Yes

**3-4** When promoting or introducing products, the manner was courteous and polite, without giving pressure to customers Yes

**3-5** Appropriate product pricing conversation strategies Yes

**3-6** Emphasis on product warranty Yes

**3-7** Enquiry questions, regarding grey imports  
NONE

### **Overall Description**

For 3-4, when Staff A was presenting products to visitor, it was as if it was recommending to a friend, no pressure.

For 3-5, when the visitor raised issue about higher pricing of XXXX products, Staff A replied with, "Because of XXXX's investment into the design of materials of the luggage case, as well as having offered the 5-year global warranty, along with patented wheel design."

For 3-6, Staff especially mentioned the 5-year global warranty for all parts, pull-handle, wheels, locks, except for scratches to case-body.

For 3-7, the visitor asked about the question of the price difference between grey imports and XXXX Taiwan pricing, and Staff replied that, "Internet pricing tends to be cheaper, as those products were the result of overseas bulk-buy, however, if there is any credit-card co-op program, then discounts in Taiwan shall be possible.

## 4. Environment Comfort-Level

4-1 Store space was well-lit	Yes
4-2 Store floor was clean without any stain	Yes
4-3 Store seating area was void of items not belonged to customers	Yes
4-4 Display area was without any dust	Yes
4-5 Pricing of all products on display was clearly marked	Yes

## 5. Staff Attires

5-1 Staffs dressed according to company attire protocols	Yes
5-2 Staffs wearing his/her individual name plate	Yes

### Part 2 : Feedback of Service Experience

#### 6. Regarding this particular shopping experience:

Was there any parts of the service satisfying for you?

Was there any feedback beside the content (listed above) of this rating exercise?

Please kindly share with us your valuable opinions, so as to help us improve our services

Rating: Very Satisfactory

During this store visit, the Staff was courteous and enthusiastic about presenting XXXX product features and differentiation, without subjecting visitor to any pressure. When visitor was leaving the store, Staff was opening store door ahead for visitor departure, and kindly welcomed visitor for their future patronage.

That makes a lot of differences in customer experiences, with heart-felt welcome by the customers.

1. When entering the store, the staffs were serving other customers, however, without greeting the visitor at all, resulting in visitor feeling neglected.

2. The visitor roamed around the store alone for about 2 minutes, and even after the customers, who was served by Staff, left the store, there was still no greeting from the Staff towards the visitor, a very passive service gesture on the part of the store staffs.

3. It was very impolite for Staff A to seemingly pretend not to have heard the pricing question, which was suggested by visitor to be communicated, rather than being avoided.

Serving Staff : Sonia

Gender: Female

Serving Staff B : Donny

Gender: Male