

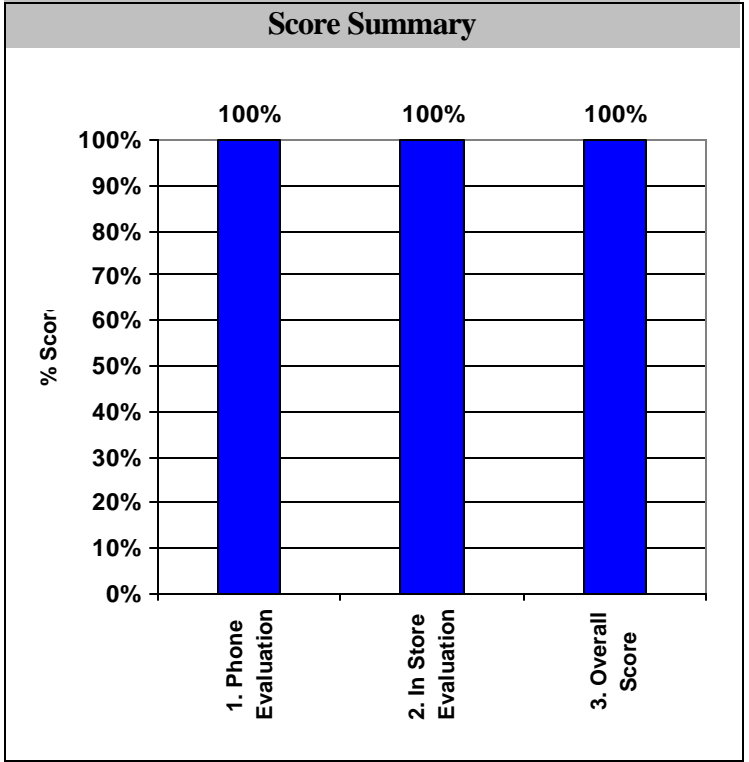


BARNES & NOBLE

Phone Evaluation	
Shop Date:	<u>1/14/2008</u>
Day:	<u>Monday</u>
Start time:	<u>12:32 pm</u>
End time:	<u>12:32 pm</u>

In Store Evaluation	
Store Name:	<u>Indiana State University</u>
Store #:	<u>524</u>
Shop Date:	<u>1/14/2008</u>
Shop Day:	<u>Monday</u>
Shop Time:	<u>04:32 pm</u>

Score Analysis			
	Scored:	Possible:	Percentage:
Phone Evaluation:	<u>100</u>	<u>100</u>	<u>100%</u>
In Store Evaluation:	<u>125</u>	<u>125</u>	<u>100%</u>
Overall Score:	<u>225</u>	<u>225</u>	<u>100%</u>



Phone Evaluation: Acknowledge	Yes	No	N/A	Possible	Score
Name of Bookseller _____ Micah _____					
1. Were you connected in four rings or less?	<input checked="" type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	10 pts	10
2. Did you receive a <i>complete</i> greeting from the bookseller?	<input checked="" type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	15 pts	15
<input checked="" type="checkbox"/> Bookstore Name <input checked="" type="checkbox"/> Bookseller's Name <input checked="" type="checkbox"/> "How may I assist you?"					

Phone Evaluation: Assist	Yes	No	N/A	Possible	Score
3. Was the bookseller knowledgeable?	<input checked="" type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	15 pts	15
4. Was the bookseller polite and friendly during the phone call?	<input checked="" type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	15 pts	15
5. If placed on hold or transferred, did the bookseller ask permission?	<input type="checkbox"/>	<input type="checkbox"/>	<input checked="" type="checkbox"/>	5 pts	5
6. Was your hold time less than 60 seconds?	<input type="checkbox"/>	<input type="checkbox"/>	<input checked="" type="checkbox"/>		
7. How long was your hold time? <u>0</u> minutes <u> </u> seconds					

Phone Evaluation: Close	Yes	No	N/A	Possible	Score
8. Were you offered additional assistance?	<input checked="" type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	10 pts	10
9. Was there a friendly close to your call?	<input checked="" type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	15 pts	15

Phone Evaluation: Satisfy	Yes	No	N/A	Possible	Score
10. Overall Experience <input checked="" type="checkbox"/> Positive <input type="checkbox"/> Neutral <input type="checkbox"/> Negative				15 pts	15
Phone Evaluation Total:				100 pts	100

Comments:

Micah answered the phone in two rings and gave the proper greeting. I asked her the hours of the store, and she told me in a pleasant, clear voice that they closed at five that evening. She asked me if there was anything else I needed, and when I said no, she told me to have a good day and hung up.



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In Store Evaluation: Acknowledge

Name of Bookseller Keith

Description of Bookseller Male, 5'8 - 5'11, Short Blonde hair, No Glasses

Yes No N/A Possible Score

- 11. Were you greeted in a friendly manner during your visit? Yes No 20 pts 20
 - With a smile? Yes No
 - With eye contact? Yes No
 - With a verbal greeting? Yes No
- 12. Were all booksellers wearing nametags? Yes No 5 pts 5

Comments:

All booksellers that I saw were wearing nametags. Keith greeted me as I came into the store with, Hi, what can we do for you today? He smiled and was pleasant when asking me that. After I told him what I was looking for, he took me to it. I also later saw him working a cash register.

In Store Evaluation: Assist

General Merchandise Area

Name of Bookseller Keith

Description of Bookseller Male, 5'8 - 5'11, Short Blonde hair, No Glasses

Yes No N/A Possible Score

- 13. Were you assisted by a friendly, knowledgeable bookseller? Yes No 25 pts 25

Please describe your interaction with the bookseller in detail:

After being greeted by Keith, I asked him what type of ISU keyrings they had in stock. He asked me if I wanted a lanyard style or regular keyring, to which I replied that I wanted regular. He then took me to the display of keyrings, stating those were the ones that they had. I thanked him, he said to let him know if I had any other questions, and left.

In Store Evaluation: Close

Textbook Area: Observation Only!

Yes No N/A Possible Score

- How many booksellers were in the textbook aisles? 2
- How many customers were in the textbook aisles? 4
- 14. Were customers being assisted in the textbook area? Yes No N/A 25 pts 25
- 15. What levels of assistance did you witness?
 - a. Booksellers walked customers to the shelf and put the book in the customer's hands Yes No N/A
 - b. Booksellers offered to order out of stock books Yes No N/A
 - c. Booksellers escorted customers to the area and left the customer to browse and select Yes No N/A
 - d. Booksellers pointed customers to the general area Yes No N/A
 - e. Booksellers provided no assistance Yes No N/A

Please describe your Rush Observation:

There were four students in the aisles to purchase books, and many more were at the counter. The transactions I observed were pleasant and efficient, with each bookseller taking the student to the right aisle and either handing them the book or showing them the books to choose from.



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In Store Evaluation: Close (con't)

Register Area:

Name of Cashier Hannah

Description of Cashier Female, 5'0 - 5'3, Medium Blonde hair, No Glasses

- | | | | | | |
|---|-------------------------------------|--------------------------|--------------------------|--------|----|
| 16. Did you receive fast service at the register? (within 10 minutes) | <input checked="" type="checkbox"/> | <input type="checkbox"/> | <input type="checkbox"/> | 15 pts | 15 |
| 17. Did you receive friendly service at the register? | <input checked="" type="checkbox"/> | <input type="checkbox"/> | <input type="checkbox"/> | 10 pts | 10 |
| 18. Did the cashier/bookseller offer additional assistance? | <input checked="" type="checkbox"/> | <input type="checkbox"/> | <input type="checkbox"/> | 5 pts | 5 |

Comments:

There were many customers in line, so Hannah came off the floor and said she could help someone who was making an item only purchase. She asked me if I found all that I was looking for that day, quickly rang up my items, and made my change. She handed me my receipt and thanked me sincerely for my purchase.

In Store Evaluation: Overall Customer Experience

- | | | | | | |
|--|-------------------------------------|--------------------------|--------------------------|--------|----|
| 19. Was the customer the #1 priority in the store? | <input checked="" type="checkbox"/> | <input type="checkbox"/> | <input type="checkbox"/> | 20 pts | 20 |
|--|-------------------------------------|--------------------------|--------------------------|--------|----|

Please indicate why or why not:

All booksellers were actively engaged with customers. Whenever there were many customers in line, someone would open a register and take care of the customers like myself, who were not purchasing textbooks. All booksellers in the textbook area were engaged with assisting customers, as were the associates on the floor.

In Store Evaluation Total: 125 125

Website Evaluation

Date Inquiry was sent: 1/15/2008

Time Inquiry was sent: 9:30:00 AM

- | | | | | | |
|---|-------------------------------------|--------------------------|--------------------------|---------|-----|
| 33. After making an inquiry, did you receive a response within 48 Business hours? | <input checked="" type="checkbox"/> | <input type="checkbox"/> | <input type="checkbox"/> | 100 pts | 100 |
|---|-------------------------------------|--------------------------|--------------------------|---------|-----|

Comments:

I sent an inquiry at 9:30 AM on January 15, 2008. I asked if they were buying back a certain textbook. I received a response from Rachel Mundell three hours later stating what their buyback policy was.

Website Evaluation Total: 100 pts 100



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Overall Summary

15. The booksellers were doing a great job of assisting the customers. There was no pointing or ignoring of customers.
Overall_Summary: The store was clean, neat, and well organized. There was a good balance of gift and apparel items, along with the necessary books, some bestsellers, magazines, and other general bookstore merchandise. The staff was friendly and efficient, and genuinely appeared to be trying to help all students get their textbooks in the most efficient manner. The line was a little long for textbooks, but given the nature of the transaction, it probably could not be helped.