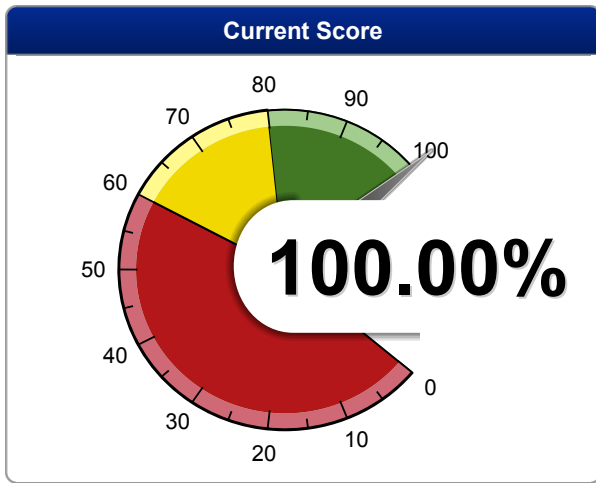


Simply Computing

07/19/2014



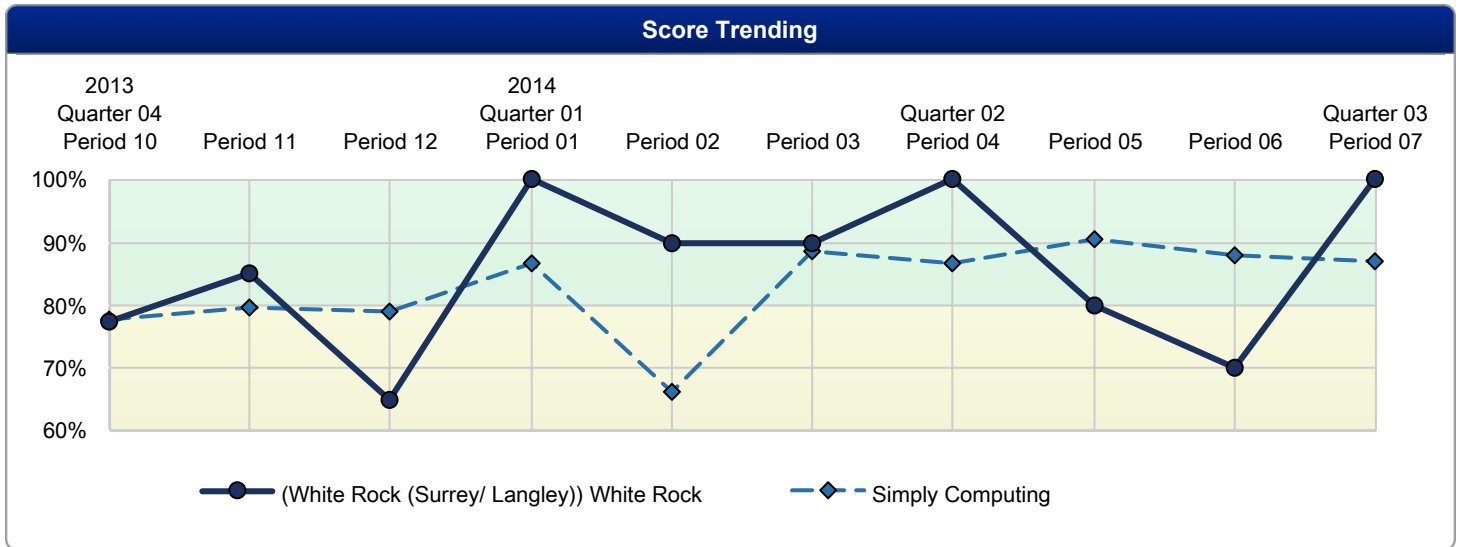
Score Ranking

The current score of 100.00% is ranked 1 of 19 of all scores ever reported for **(White Rock (Surrey/ Langley)) White Rock**

2014-Quarter 03-Period 07

★ **Simply Computing : 1 of 5 Best Score!** (previously 7 of 7)

★ Highest Ranking ↑ Increased Ranking ↓ Decreased Ranking
 ↔ No Change == No Previous Comparison Data
 *Only scored data is ranked.



Score Details

	Current (07/19/2014)	Previous (06/18/2014)	Difference (% points)
Customer Experience	100% ↑	67%	33%
Exploring Needs & Providing a Solution	100%	100%	0%
Core Sales Presentation	100% ↑	67%	33%
Bringing the Customer Back In	100% ↑	0%	100%
Physical Space	100%	100%	0%
Overall	100.00% ↑	70.00%	30.00%

NOTES:

This scorecard includes data through 2014-Quarter 03-Period 07 ONLY. Ranking, trending, and comparison data may change as additional scores are reported for 2014-Quarter 03-Period 07 and prior.

Date of visit: **07/19/2014**

 Time of Visit **11:17 AM**

 Duration of Visit **20 minutes**

 Associates # **2**

 Customers # **5**

 # Customers at Cash **2**
Associate 1

 Gender **Male**

 Name **Arnold**

 Hair Colour **Black**

 Age **24-40**

 Hair Length **Short**

 Clothing **Business casual**

 Glasses? **No**
Associate 2

 Gender **Male**

Name

 Hair Colour **Brown**

 Age **24-40**

 Hair Length **Short**

 Clothing **Business casual**

 Glasses? **No**
Investigator's Comments

Please give a detailed, step by step account of your visit. This should include all interactions with associates.

I entered the store and noticed that the store exterior and interior were clean, tidy and organized. There were 4 customers and 2 staff members. SA1 greeted me by saying, "How can I help you?" I mentioned that I wanted to change from a PC to a Mac and asked for some recommendations. SA1 asked me if I prefer a desktop or laptop. I was also asked the size I preferred and if I planned on doing a lot of editing work on it. Based on my lifestyle, SA1 suggested the MacBook Air 11". I was offered a demonstration. He told me that it offered Keynote for presentations, Numbers for Excel and Pages for Word documents. I was told I could sync my iPad with it through iCloud.

SA1 mentioned the AppleCare extended warranty which can be used up to two times. He told me it is very light and that I wouldn't need a mouse, when I asked if I could use my accessories with it. SA1 told me I could use my printer with it as well. I was told I could use Apple TV with my television through HDMI or a VGA adapter. He told me financing is available with the first 12 months interest free with the option to buy-out after to avoid interest charges. SA1 told me viruses wouldn't be an issue and that Apple products hold their value. I was told they have a used section. I was invited to return.

Customer Experience
100% (30 of 30)

- | | | | |
|---|--|-----|-------|
| 1 | Were you greeted/acknowledged within 1 minute of entering the store? | Yes | 10/10 |
| 2 | Within 5 minutes of entering the store, did an associate ask about your needs? | Yes | 10/10 |
| 3 | Did the staff seem friendly? (If no, please explain why not) | Yes | 5/5 |
| 4 | Were the staff wearing a black shirt with a name badge? | Yes | 5/5 |

Please explain your answers for this section

I was acknowledged within 1 minute of entering the store. SA1 smiled and told me he would be right with me. He asked, "How can I help you?" to determine my initial shopping needs. The staff were friendly. The staff members were wearing black shirts as well as name badges.

Exploring Needs & Providing a Solution
100% (20 of 20)

- | | | | |
|---|---|-----|-------|
| 5 | Did the staff member ask probing questions to discover your needs? | Yes | 10/10 |
| 6 | Did the staff member actively listen; provide feedback and some product demonstrations to confirm your needs? | Yes | 10/10 |

Please explain your answers for this section

The staff member asked, "Are you doing a lot of work on it? Do you prefer a laptop or desktop? What size do you prefer?" SA1 actively listened, provided feedback and demonstrations according to my needs. He suggested the MacBook Air 11 inch laptop.

Core Sales Presentation
100% (30 of 30)

- | | | | |
|---|--|-----|-------|
| 7 | Were you informed about extending the warranty with either AppleCare or Simply Guard? | Yes | 10/10 |
| 8 | Were in-store and in-home setup and training options mentioned to you? (indicate below what was mentioned) | Yes | 10/10 |

Did the staff member explain that Macs hold their value and that Simply Computing buys and sells pre-owned Macs?

Please explain your answers for this section

SA1 informed me about an extended warranty plan through AppleCare. Seminars were mentioned to me. I was told the store has a used section of Mac products and accessories.

Bringing the Customer Back In

100% (10 of 10)

- | | | | |
|----|---|-----|-----|
| 10 | Did the staff member provide a quote or a business card? | Yes | 5/5 |
| 11 | Did the staff member invite you back to visit the store again for a purpose (ex. Be sure to come back to attend a free seminar, be sure to come back to see the products arriving next week)? | Yes | 5/5 |

Please explain your answers for this section

SA1 provided both a quote and a business card. He invited me to return to the store for free seminars.

Physical Space

100% (10 of 10)

- | | | | |
|----|---|-----|-----|
| 12 | Was the store clean and uncluttered? (Were displays neat? Were cables under the computer display tables tied up and hidden from easy view?) | Yes | 5/5 |
| 13 | Was the cash counter tidy and uncluttered? (No personal belongings, untidy papers or food and drink debris) | Yes | 5/5 |

Please explain your answers for this section

The store was clean and tidy, the displays were organized. The cables were under the computer display tables and were tied up and not visible. The cash counter was uncluttered and tidy. There were no personal belongings visible.