

FY 2010

RETAIL

Inform. Engage. Achieve.
Mystery Shop Review



MYSTERY SHOPS ARE OUT.

Retail Customer Experience is in.
SHOPS FOR FY 2010 BEGIN OCTOBER 17TH

**Office scoring over 90% in any Quarter
will only be shopped once more this year.**

HOW TO GET 100%

Operational Efficiency, Hazmat, Product Offering & Product Explanation 78 points.

- WTIL-Let your manager know if there is more than 3 people per Retail Associate in line. 25 pts.
- Hazmat-For every package over ¾ inch, ask the Hazmat Question. 8 pts.
- Ask every customer, "Would you like to mail this Express with Tracking & Insurance?" 12 pts.
- Offer Priority Mail with 2-3 day delivery. 10 pts.
- Offer Insurance for Loss or Damage & Delivery Confirmation to see when it gets there. 16 pts.
- Offer Stamps, Packaging Products, **and** a PO Box. (No explanation necessary ☺). 5 pts.
- Give them their Receipt. 2 pts.

Image 5 points

- Greet customer pleasantly, make eye contact, and thank them for coming in when they leave. 2 pts.
- Remain attentive during the entire transaction. 2 pts.
- Wear complete uniform **or** priority mail t-shirt **with** your name tag. 1 pt.

Promotion & Merchandising 17 points

- Keep 6 Special Service forms stocked: Certified * Return Receipt * Signature & Delivery Confirmation * Insurance forms under & over \$200 * 2 pts.
- Keep Ready Post Display stocked, neat, & orderly. NO EMPTY PEGS OR SLOTS. 5 pts.
- Keep Expedited Packaging Displays stocked, neat & orderly. NO EMPTY PEGS OR SLOTS. 5 pts.
- Check that all menuboards are displayed sided by side, above or behind retail counter. 2 pts.
- Remove any signs in poor condition, handwritten, or visibly taped. 2 pts.
- Notify your Manger if lobby is not neat, clean, & well maintained. 1 pt.

**Details for what is new in 2010?
Although some of the point values have changed,
the basic shop remains the same.**

Retail Customer Experience (RCE) (Changed name of program)

***Shopper ID Inquiries-must notify Retail the moment you recognize shopper and before you receive the RCE score. Score will not change but shopper will be blocked from location

***Ready Post must be stocked at all times- The shopper will be buying a specific Ready Post item to be used to mail their package, if RCE Shopper does not find 1 of 4 Ready Post products instructed to find (from top 10 best sellers), TOTAL SHOP SCORE WILL BE 0%

Retail Customer Experience evaluation for FY 2010

Wait Time in Line (25 Points)

(Q1) How Long was your Wait Time?

(Q2) Select the Category that includes your wait time

0:00-5:00 - 25 points

5:01-6:00 - 15 points

Greater than 6:00 - 0 points

(Q5a) How reasonable was the amount of time you waited in line, given the effort put forth from the staff? Scale from 1-10

Hazmat (8 Points)

(Q6) Did the employee ask whether the parcel (item, article) contained anything fragile, liquid, perishable, or potentially hazardous? (8 Points)

(Q6a) Which Part(s) of the question did they miss?

Product Offering (30 Points)

(Q7) Did the employee offer a specific product for you to mail your package?

(Q7a) Specify which product(s) were offered by the employee to mail your package? (6 Points)

(Express=3 Points, Priority Mail=3 Points)

(Q8*) Was Express Mail Offered "first" [before any other mail class]? (4 Points)

(Q9) Which product did the employee offer first, excluding Express (3 Points only if Priority Mail offered)

(Q10) Did the employee offer any extra services? The employee has to state the specific name of an extra service. No change.

(Q10a) Specify the Extra Service(s) offered by the employee? Maximum of 10 points provided for combinations of any of the following special services. (10 Points) New

Insurance (6 Points)

Delivery Confirmation (4 Points)

Signature Confirmation (4 Points)

Certified Mail (2 Points)

Return Receipt (2 Points)

Certificate of Mailing (0 Points)

Registered Mail (0 Points)

Restricted Delivery (0 Points)

(Q11) Specify the additional product offered: (5 points)

Points given for Stamps, Packaging/Shipping products, PO Box Rental, Passport, and Money Orders (5 points Max) New

Money Order (1 Point)

Packaging/Shipping Products (3 Points)

Passports (1 point)

Post Office Box Rental (3 Points)

Stamps (1 point)

None of the listed additional products were offered.

(Q12) Did the employee provide or offer a receipt without you having to ask for one? (2 points)

Retail Customer Experience FY 2010 (continued)

Product Explanations (15 Points)

(Q13) When Express Mail was offered did the employee mention that Insurance and Tracking were included?(5 pts)

(Q14) Did the employee explain any benefits or features of Priority Mail? (4 Points)

*No Points will be given if Package Services were offered and explained.

(Q14a) Specify the benefits or features of Priority Mail that were explained.

Flat Rate

2-3 Days

Free Packaging

More affordable than most of our competitors

Other Note: Any explanation is acceptable.

(Q15) Did the employee explain or offer to explain any features of the Extra Service(s) offered?

(Q15a) Specify the extra service(s) for which features were explained or offered. (6 pts max.)

Delivery Confirmation (3 Points),

Insurance (3 points);

Signature Confirmation (3 Points),

Certified (1 Point),

Return Receipt (1 Point),

Certificate of Mailing (0), Registeree (0), Restricted Delivery (0) No extra services (0 Points)

FY 2010

Promotion and Merchandising (14 Points)

(Q16). Were you able to locate the extra service form you were instructed to find in the lobby? (2 Points)
le: Delivery & Signature Confirmation, Insurance under & over \$200.00, Certified, Return Receipt.

(Q16a) Which forms were you able to locate in the lobby (Check all that apply)

(Q17) Were ReadyPost retail packaging/shipping supplies **displayed in the full service lobby?**

(Q17b) If question 17 is "Yes", did the display appear neat and orderly? (2 Points)

(Q17c) Were all Ready Post items stocked (If any slot or pegs are empty on the Ready Post display answer "NO") (Yes=3 Points)

(Q18) Were Complimentary shipping supplies displayed (Express & Priority Mail)

(Q18a) If Q18 is Yes, did the display appear neat and orderly? (2 Points)

(Q18b) If Q18 is Yes, were all items stocked? (3 Points)

(Q19) Were ALL Continuity menuboards that were present in the office ONLY displayed side-by-side, directly above or behind the retail counter? (1 Point)

(Q19a). If Question 20 is "No," please specify why: No change.

Continuity menuboards not side-by-side

Continuity menuboards somewhere else in the office other than directly above or behind the retail counter

Other signage placed in between Continuity menuboards (Promotional Messaging menuboards are acceptable and could be placed in between)

Continuity menuboards were not current

(Q20) Were ALL Promotional Messaging menuboards that were present in the office ONLY displayed side-by-side, directly above or behind the retail counter? (1 Point)

(Q20a) If Question 21 is "No", please specify why: No Change.

Promotional Messaging menuboards not side-by-side

Promotional Messaging menuboards somewhere else in the office other than directly above or behind the retail counter

Other signage placed in between Promotional Messaging menuboards, (Continuity menuboards are acceptable and could be placed in between)

Promotional Messaging menuboards were not current

Retail Customer Experience FY 2010 (Continued)

Image (8 points)

(Q25) Was the employee wearing the complete uniform? (1 Point)

(Q25a) If Question 25 is "No," the employee was not wearing:

- Top
- Bottom
- Tie/Neckwear
- Nametag
- Additional non-compliant clothing was worn

(Q21) Did the employee greet you pleasantly, make eye contact at the beginning of the transaction, and end the transaction in a pleasant manner? (2 Points)

(Q21a) If Question 24 is "No," which part(s) of the question did they miss?

- The employee did not greet me pleasantly
- The employee did not make eye contact at the beginning of the transaction
- The employee did not end the transaction in a pleasant manner

(Q22) Was the employee attentive during the entire transaction? (2 Points)

(Q22a) If Question 22 is "No," these problems were noted:

- On the phone
- Talking to other customer(s)
- Talking to other employee(s)
- Other distraction or interruption

(Q23) On a scale from 1 to 10 How valued as a customer did the employee make you feel?

(Q24) If you were a customer with little or no previous understand of the USPS products and services, on a scale of 1 (left with little or no additional understanding) to 10 (left with good understanding) "How would you rate your level of understanding, based on this specific experience?"

(Q26) Were all signs and displays professional in appearance, including posting and lettering? (2 Points)

(Q26a) If Question 26 is "No," the following problems were noted:

- Poor condition
- Handwritten signs
- Visibly taped

(Q26b) Please specify what signage or display(s) had problems.

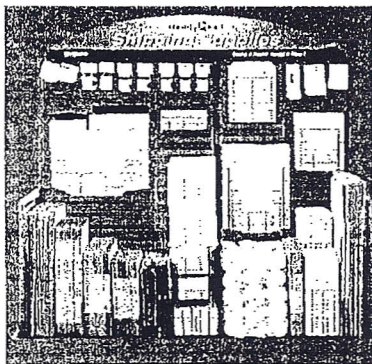
(Q27) Was the interior neat, clean and well maintained? (1 Point)

(Q27a) If Question 27 is "No," please explain why

(Q27b) Were all displays present, neatly maintained and stocked?

(Q28) Was the exterior neat, clean and well maintained?

(Q28a) If Question 28 is "No," please explain why



The 10-2-5 rule.

Check your Ready Post & Expedited Packaging Display everyday:

- * Mornings at 10:00 am.
- * Afternoons at 2:00 pm.
- * At closing or 5:00 pm.

