



THE GOLD MEDAL SERVICE AWARD FOR OUTSTANDING CUSTOMER SERVICE 2025

SECRET SHOPPER CRITERIA

CRITERIA	RATING SYSTEM
1 How promptly were you greeted?	Thirty seconds or less = 4 One minute = 3 Ninety seconds = 2 Two minutes = 1 Longer than two minutes = 0
2 Were you greeted with a smile when you entered the store?	Yes = 4 points No = 0 points No partial points on this for friendly nods or smirks
3 Did the store associate offer assistance without being asked?	Yes = 4 points No = 0 points
4 Were you provided a comfortable place to sit while trying on shoes?	Yes = 3 points No = 0 points
5 Were clean try-on socks available?	Yes = 2 points No = 0 points
6 Did the sales associate ask to measure (or scan) your feet?	Yes = 5 points No = 0 points
7 Did the sales associate ask you what type of shoe or the purpose of your footwear purchase was?	Yes = 5 points No = 0 points
8 Did the sales associate recommend a specific type of shoe?	Yes = 5 points No = 0 points
9 Did the sales associate check for proper fit?	Yes = 5 points No = 0 points
10 Do you feel you were offered a fair selection of shoes?	Rated on a 1-to-5 point scale (5 = Very Good)
11 Did the sales associate discuss or bring out either insoles, socks or any other products related to your footwear request?	Yes = 5 points No = 0 points
12 Rate the selection of insoles, socks or accessory items.	Rated on a 1-to-5 point scale
13 Rate the professionalism of the sales associate who helped you.	Enthusiastic = 5 points Average = 3 points Rude = 0 points
14 How knowledgeable and helpful was the staff overall?	Very helpful & knowledgeable = 5 points Not Helpful = 0 points

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15 Was the staff easily identifiable?	Yes = 2 points No = 0 points
16 How inviting and comfortable was the store (including window displays)?	Rated on a 1-to-4 point scale
17 Was the store well-lit and easy to maneuver?	Yes = 4 points No = 0 points
18 Was the merchandise presented in a way that was easy to understand and shop?	Rated on a 1-to-5 point scale
19 Were you thanked and asked to return?	Thank you and invitation to return = 5 Thank you = 1 Not thanked at all = 0
20 At checkout, did the sales associate ask for your email address as an incentive for store loyalty awards, or confirmation that you were already in their system?	Yes = 4 points No = 0 points
21 Was the checkout process easy and intuitive?	Yes = 2 points No = 0 points
22 Were there any extra special additions to improve your checkout experience?	Yes = 2 points No = 0 points
23 How would you rate the overall experience?	Rated on a 1-to-5 point scale (5 = Very Good)
24 Would you refer a friend to this store?	Rated on a 1-to-5 point scale (5 = would definitely recommend)
BONUS POINTS:	
Did the store's website provide useful information for your store visit, including products, services offered or store overview?	Two points
Did the sales associate offer water or other beverage?	One point
Through signage, displays, or interaction with sales associates, were you made aware of any upcoming in-store events?	One point
Was the return policy clearly posted or noted on the sales receipt?	One point

2025 SPONSORS

