



THE GOLD MEDAL SERVICE AWARD FOR OUTSTANDING CUSTOMER SERVICE 2026

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 Did the sales associate ask to measure (or scan) your feet?	Yes = 5 points No = 0 points
6 Did the sales associate ask you what type of shoe or the purpose of your footwear purchase was?	Yes = 5 points No = 0 points
7 Did the sales associate recommend a specific type of shoe?	Yes = 5 points No = 0 points
8 Did the sales associate check for proper fit?	Yes = 5 points No = 0 points
9 Do you feel you were offered a fair selection of shoes?	Rated on a 1-to-5 point scale (5 = Very Good)
10 Rate the selection of insoles, socks or footwear accessory items.	Rated on a 1-to-5 point scale
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 professionalism of the sales associate who helped you.	Enthusiastic = 5 points Average = 3 points Rude = 0 points
13 How knowledgeable and helpful was the staff overall?	Very helpful & knowledgeable = 5 points Not Helpful = 0 points
14 Was the staff easily identifiable?	Yes = 2 points No = 0 points

CRITERIA	RATING SYSTEM
15 How inviting and comfortable was the store (including window displays)?	Rated on a 1-to-5 point scale
16 Was the store well-lit and easy to maneuver?	Yes = 4 points No = 0 points
17 Was the merchandise presented in a way that was easy to understand and shop?	Rated on a 1-to-5 point scale
18 At checkout, were you asked for your email address or phone number for confirmation that you were already in their system or to join their store loyalty award program?	Yes = 5 points No = 0 points
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, were there any extra special additions that enhanced your purchase experience?	Yes = 2 points No = 0 points
21 Was the return policy clearly posted or noted on the sales receipt?	Yes = 2 points No = 0 points
22 How would you rate the overall experience?	Rated on a 1-to-5 point scale (5 = Very Good)
23 Would you refer a friend to this store?	Rated on a 1-to-5 point scale (5 = would definitely recommend)

BONUS POINTS		
1	Did the store's website provide useful information for your store visit, including products, services offered or store overview?	Two points
2	Did the store's social media media presence make the store more appealing to you?	One Point
3	Through signage, displays, or interaction with sales associates, were you made aware of any upcoming in-store events?	One point
4	Were clean try-on socks available?	One Point

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