

# KENDRA SCOTT

RETAIL MYSTERY SHOP – JUST BROWSING

## INSTRUCTIONS • QUESTIONNAIRE

You will visit the assigned store, interact with an associate regarding your general need for an accessory or jewelry item, and evaluate this interaction. You will not purchase anything. Detailed narrative and photos are required.



### Before You Begin

- Review your shop confirmation
- Prepare a general need scenario
- Call or look online to confirm business hours
- Plan to arrive at least 1 hour before closing
- Review photo requirements



### Don't Forget!

- Look at two items with associate—1 from Fine Product Line & 1 from any other product line
- Ask a valid knowledge question
- Obtain associate names
- Take all required photos



### General Requirements

- **Submission Deadline: 12:00 PM EST the day following your scheduled shop date.** The deadline is noted in eastern standard time. If your completed survey is not submitted to [shopperhub.cxgroup.com](https://shopperhub.cxgroup.com) by the deadline, it will be automatically cancelled.
- Read all instructions and the entire questionnaire before you complete the shop.
- Answer all questions and provide detailed supporting narrative to explain your responses.
- Take a selfie photo for shop validation (this is your “receipt”).
- Do not reveal your identity as a mystery shopper to anyone at any time.
- Do not say or do anything to limit the opportunity for the associate(s) to perform the behaviors the survey is designed to evaluate.
- Submit your report to [shopperhub.cxgroup.com](https://shopperhub.cxgroup.com) within 12 hours of completing the shop. If your survey is not submitted by the deadline, it will be automatically cancelled.
- If a Quality Assurance Editor contacts you for additional information or clarification about your experience, respond promptly.
- Retain all documentation for six months following your shop.
- You or your immediate family members cannot currently nor have ever worked for Kendra Scott.
- If you are already in the Kendra Scott system (i.e., you have made a Kendra Scott purchase in the past), you are not eligible to complete this shop. Contact your scheduler to have this shop removed from your shop queue.
- You must go alone. Neither children nor any other guests are allowed to accompany you on this shop.
- Failure to follow the specifications for this project as outlined in this document may result in shop cancellation and non-payment.



## About the Client

- Kendra Scott is a jewelry-making company dedicated to creating a world-class experience for their customers, by using natural materials and incorporating innovative new designs to create quality, beautiful accessories. Kendra Scott is celebrated for its design and material innovation, vibrant colors, and signature pieces.



## Shop Instructions

### Step #1: Arrive at the assigned retail store location and interact with a sales associate.

- Call or look online to confirm business hours prior to your shop. You must arrive at least 1 hour before closing.
- Browse for at least 5 minutes. If you are not approached by an associate after 5 minutes, ask for assistance. Do not ask for help until after 5 minutes have passed! You must allow opportunity to be proactively approached.
- Present your general need scenario. For example:
  - I'm looking for something to wear to a wedding, and am looking for some options.
  - I'm in need of a new pair of earrings for everyday.
  - I'm looking for a new bracelet—something fun and trendy.
- Indicate that you are looking for an item for yourself—do not indicate that you are shopping for someone else or a gift.
- **You must look at TWO products during your visit—1 from the FINE product line and 1 item from any other line that the store offers.**
- As you browse, handle all jewelry and accessory items with care.
- Evaluate your interaction with the associate and how they represent themselves and the brand. If they offer to show you around and point out specific items, continue to work with that associate.
- Allow the associate every opportunity to proactively provide information and educate you. You must appear genuinely interested. Do not interrupt, say you aren't interested, etc.
- Ask an open-ended knowledge question (can't be answered with yes or no). Your question is not your scenario! Your question must be different from your scenario. For example:
  - What style of [product] is popular right now?
  - What colors/metals/styles does this item come in?
  - What would you suggest for [everyday wear, formal wear, etc.]
- Obtain the name and description of the sales associate you work with. If they are not wearing a name badge and do not introduce themselves/you don't understand it, ask for their name. Your shop will not be valid without the sales associate's name.

### Step #2: Conclude your visit.

- Do not rush the associate at any point during your shop. As the interaction comes to a close, thank the associate for their help and leave the store.
- If the associate objects or asks follow-up questions, say you were just browsing for now but will stop back another time.
- Do not make any purchase during this shop.



## Photo Requirements

### LOCATION STOREFRONT & WINDOW DISPLAYS:

- Take at least one (1) photo of the location storefront/exterior. This should be a more zoomed out photo showing the entire storefront.
- Take at least one (1) photo of each window display from the outside. This should be a more zoomed in photo showing the window displays as they appear from the outside of the store.

### LOCATION EXTERIOR SELFIE:

- Discreetly take one (1) selfie-style photo in front of the location exterior.
- This photo **MUST** show YOU in the picture (selfie-style).
- The location/building with identifying exterior signage must be visible in the background.
- Note that this photo is different from the regular location storefront photo that you will upload in your survey.
- You should **NOT** be in the regular location exterior photo that you upload in your survey, but you **MUST** be in the selfie photo that you upload in the Shop Validation section—these are two different pictures.

**Shops that do not include the required photos/documentation as outlined above will be rejected without payment.**



# QUESTIONNAIRE

**Shop date:**

**Start time:**

**End time:**

## Store Snapshot

### 1. Store exterior (parking lot, walkways, landscaping, etc.)

- Free of litter and debris and well-maintained (10 points)
- Minor litter or debris visible - not completely maintained (5 points)
- Substantial litter or debris visible - not well-maintained (0 points)

### 2. Storefront merchandising

- Product promotion displays in front of store and in entry area are neat, organized and eye-catching (10 points)
- Product promotion displays in front of store and in entry area are mostly neat and organized, but in need of minor attention (5 points)
- Product promotion displays in front of store and in entry area are NOT neat, NOT organized, OR appear cluttered (0 points)

### 3. Store entrance

- Entire store presents a clean environment (free of dust, no streaks on mirrors, windows and floors clean) (10 points)
- Entire store mostly presents a clean environment / minor need for maintenance (5 points)
- The store does not present a clean environment and has several areas of opportunity (0 points)

### 4. Do you have photos of the storefront and each window display?

*Select Yes and upload one photo of the storefront (zoomed out, full storefront photo) and one photo of each window display from the outside (more zoomed in/close-up of just each window).*

- Yes
- No

### 5. Describe how the store's energy influenced your shopping experience:

*Enter between 75 and 1000 characters.*

### 6. Explain how easy or difficult it was to "shop the look" during your shopping experience:

*"Shop the Look" refers to displays that show how different pieces can be styled together to create a cohesive look. The displays should make it easy to browse and purchase multiple coordinated pieces together, rather than selecting individual items. For example, a jewelry collection that follows the same theme, or a set that uses the same stones or metals. Enter between 75 and 1000 characters.*

### 7. Indicate any promotional offers that are currently featured:

*e.g., BOGO 50% off second product, etc.*

### 8. Prices clearly marked

*Refers to prices on item, shelf edge, windows, etc.*

- All prices observed clearly marked (10 points)
- Most prices observed clearly marked (5 points)
- Many prices observed not clearly marked (0 points)

**9. Product stocking**

- All displays and tables are fully stocked (10 points)  
 Most displays and tables are fully stocked (5 points)  
 Most displays and tables are not fully stocked (0 points)

**10. Store Snapshot Supporting Narrative:**

*Explain the responses you selected for the Store Snapshot questions. Be sure to explain ALL responses of less than full point value. You must enter between 200 and 1000 characters.*

**Sales Associate Interaction****11. Indicate the name of the Sales Associate:****12. Indicate the approximate age of the Sales Associate:**

- |                                     |                                      |
|-------------------------------------|--------------------------------------|
| <input type="checkbox"/> 20 or less | <input type="checkbox"/> 41 - 45     |
| <input type="checkbox"/> 21 - 25    | <input type="checkbox"/> 46 - 50     |
| <input type="checkbox"/> 26 - 30    | <input type="checkbox"/> 51 - 55     |
| <input type="checkbox"/> 31 - 35    | <input type="checkbox"/> 56 or older |
| <input type="checkbox"/> 36 - 40    |                                      |

**13. Indicate the gender of the Sales Associate:**

- Male  
 Female  
 Prefer not to answer

**14. Was the Sales Associate wearing glasses?**

- Yes  
 No

**15. Indicate the hair color of the Sales Associate:**

- |  |                                      |
|--|--------------------------------------|
| <input type="checkbox"/> Auburn/Red        | <input type="checkbox"/> Brown       |
| <input type="checkbox"/> Green/Blue/Purple | <input type="checkbox"/> Dark Brown  |
| <input type="checkbox"/> Black             | <input type="checkbox"/> Gray/White  |
| <input type="checkbox"/> Blonde            | <input type="checkbox"/> Shaved/Bald |
| <input type="checkbox"/> Light Brown       |                                      |

**16. Indicate the hair length of the Sales Associate:**

- |  |   |
|--|---|
| <input type="checkbox"/> Short           | <input type="checkbox"/> Long           |
| <input type="checkbox"/> Ear Length      | <input type="checkbox"/> Pulled Back/Up |
| <input type="checkbox"/> Shoulder/Collar | <input type="checkbox"/> Shaved/Bald    |
| <input type="checkbox"/> Mid-Back        |   |

**17. Indicate the approximate height of the Sales Associate:**

- |                                      |                                      |
|--------------------------------------|--------------------------------------|
| <input type="checkbox"/> 5' or less  | <input type="checkbox"/> 5'10"       |
| <input type="checkbox"/> 5'1"        | <input type="checkbox"/> 5'11"       |
| <input type="checkbox"/> 5'2" - 5'3" | <input type="checkbox"/> 6' - 6'1"   |
| <input type="checkbox"/> 5'4" - 5'5" | <input type="checkbox"/> 6'2" - 6'3" |
| <input type="checkbox"/> 5'6" - 5'7" | <input type="checkbox"/> 6'4" plus   |
| <input type="checkbox"/> 5'8" - 5'9" |                                      |

**18. Indicate the apparent race of the Sales Associate:**

- |   |   |
|---|---|
| <input type="checkbox"/> African-American | <input type="checkbox"/> Middle Eastern or Arab |
| <input type="checkbox"/> Caucasian        | <input type="checkbox"/> Native-American        |
| <input type="checkbox"/> East Asian       | <input type="checkbox"/> Other                  |
| <input type="checkbox"/> South Asian      | <input type="checkbox"/> Prefer not to answer   |
| <input type="checkbox"/> Hispanic         |   |

**19. Indicate the activity the associate with whom you interacted was engaged in as you approached:**

- Busy assisting another customer
- Stocking merchandise / cleaning or straightening
- Was not busy
- Carrying on unrelated conversation with coworker

**20. If with a customer, associate demonstrates ability to acknowledge multiple customers**

*e.g., nods/smiles at you or indicates "I'll be right with you."*

- Yes
- No
- N/A - associate was not with a customer

**21. Warm and welcoming greeting (Sales Associate)**

- Greets you in a manner that conveys genuine enthusiasm (smiles and uses eye contact, an energetic/upbeat tone of voice, and open body language - upright or leans in towards you, arms uncrossed) (10 points)
- Greets you in a manner that was polite/professional, but there was opportunity for more enthusiasm (more smiling, eye contact, energetic/upbeat tone of voice, open body language) (5 points)
- Greets you in a manner that was unwelcoming, disinterested, or distracted (0 points)

**22. Makes you feel comfortable**

- Interacts with you in a manner that makes you feel completely comfortable and at ease browsing in the store / discussing your needs (10 points)
- Interacts with you in a manner that makes you feel somewhat at ease browsing in the store / discussing your needs (5 points)
- Interacts with you in a manner that makes you feel uncomfortable browsing in the store / discussing your needs (0 points)

**23. Associate appearance**

- Attire is neat, clean, pressed, fashionable, and well-groomed (10 points)
- Appearance is in need of minor attention (5 points)
- Appears unprofessional and/or poorly groomed (0 points)

**24. Uncovers needs**

- Asks open-ended questions (NOT answered with yes/no) to determine your needs (e.g., "What is the event you are shopping for?" or "What price range did you have in mind?") (10 points)
- Asks closed-ended questions (answered with yes/no) to determine your needs (e.g., "Are you thinking about a particular color stone?") (5 points)
- Does NOT ask any questions regarding your needs (0 points)

**25. Indicate the question you asked:****26. Indicate associate's response:**

**27. Matches needs and assists**

Recommends at least ONE item that closely aligns with your expressed needs AND escorts you to appropriate area of sales floor (10 points)

Recommends at least ONE item that closely aligns with your expressed needs but does NOT escort you to appropriate area of sales floor (5 points)

Does NOT recommend any items or one that does not align with your expressed needs AND does NOT escort you to appropriate area of sales floor (0 points)

**28. Describes product features and benefits**

Describes/points out the features and benefits of the product (e.g., "This is the perfect necklace for the summer season") (10 points)

Does NOT describe/point out the features and benefits of the product (0 points)

**29. In what ways did the sales associate's explanation of the product's features and benefits impact your understanding or confidence in choosing a product?**

*Enter between 75 and 1000 characters.*

**30. Associate mentions and explains the Color Bar**

Yes

No

**31. In what ways did the sales associate's explanation of the Color Bar impact your understanding or confidence in choosing a product?**

*Enter between 75 and 1000 characters.*

**32. In what ways did the store displays or sales associate communicate the Kendra Scott brand story during your visit?**

*Enter between 75 and 1000 characters.*

**33. Describe your experience with the associate's interaction and knowledge when shopping the Fine Jewelry line, especially in relation to the price point of the products recommended:**

*Enter between 75 and 1000 characters.*

**34. Associate notices something you were wearing or brought into the store and uses it to offer a relevant product recommendation**

Yes

No

**35. Associate informs you about current sales promotions**

*If you see signage for sales or promotions, select Yes or No to indicate if the associate mentioned them. If you do not see any sales or promotional signage, and the associate does not mention anything, select N/A (you can assume there were no sales). Make sure your response aligns with your response for the previously asked question, "Indicate any promotional offers that are currently featured."*

Yes (10 points)

No (0 points)

N/A - no promotions currently offered

**36. Checks for satisfaction**

Checks for satisfaction while browsing or trying on items (e.g., asks if you would like to view additional styles or assistance) (10 points)

Does NOT check in during the browsing experience (0 points)

**37. Expresses appreciation (Sales Associate)**

Offers a positive closing remark (e.g., thank you, have a nice day, etc.) AND invites you to return (10 points)

Offers a positive closing remark (e.g., thank you, have a nice day, etc.) OR invites you to return (5 points)

Does NOT offer a positive closing remark (e.g., thank you, have a nice day, etc.) AND does NOT invite you to return (0 points)

**38. Sales Associate Interaction Supporting Narrative:**

*Explain the responses you selected for the Sales Associate Interaction questions. Be sure to explain ALL responses of less than full point value. You must enter between 200 and 2000 characters.*

**Overall Impression****78. Based on your visit today, would you consider this in-store experience to be a "WOW" experience?**

1 - Worst experience ever

2

3

4

5 - Average about like everyone else

6

7

8

9

10 - One of the best shopping experiences ever

**79. Explain your in-store experience rating:**

*Your in-store experience rating should be based on the customer service received and factors within the staff's control only. Enter between 75 and 1000 characters.*

**80. Based on your visit today, how likely would you be to return to this location?**

*Base your rating on the customer service received and factors within the staff's control only.*

0

6

1

7

2

8

3

9

4

10

5

**81. Based on your visit today, how likely would you be to recommend this location to friends and family?**

*Base your rating on the customer service received and factors within the staff's control only.*

0

6

1

7

2

8

3

9

4

10

5

**83. Describe what you liked about looking for the product:**

*Enter between 75 and 1000 characters.*

**84. Describe what you disliked about looking for the product:**

*Enter between 75 and 1000 characters.*

**85. Overall Impression Supporting Narrative:**

*Explain the responses you selected for the Overall Impression questions. Be sure to explain ALL responses of less than full point value. Do not score down for factors outside the staff's control. Include any additional feedback related to your experience today that you'd like to share. You must enter between 150 and 2000 characters.*

**Shop Validation****91. Did you take a location exterior selfie photo?**

*Select Yes then upload your location exterior selfie.*

Yes

No

**92. If you do not have a location exterior selfie photo, explain why:**

*Enter N/A if you uploaded your selfie.*

END OF QUESTIONNAIRE