

WIRELESS 3-STORE COMPARISON STUDY (STORE OBSERVATION)

INSTRUCTIONS • QUESTIONNAIRE

- This is a full day anonymous mystery shop/research study.
- You are required to visit 3 wireless provider stores in the same day (no exceptions).
- The 3 stores will be close in proximity for comparison purposes.
- You will interact with employees by being or posing as a potential new phone customer.
- The purpose is to evaluate store appearance, employee engagement and sales practices and compare the service experience.
- You will submit 5 questionnaires in the following order:
- BEFORE the 3 store visits, first submit:
 - Report #1 = Pre-Assessment questions (46 questions).
- AFTER the 3 store visits, submit 4 reports in the following order:
 - Report #2 = Observations of store #1 (101 questions)
 - Report #3 = Observations of store #2 (same 101 questions)
 - Report #4 = Observations of store #3 (same 101 questions)
 - Report #5 = Store ranking/post-assessment/profile questions (105 questions)
- You will receive 5 shop confirmations for this assignment (one for each required segment).
- Store visits are expected to take 20-40 minutes, depending on # of customers present.
- No purchase is required and you will not be reimbursed for any purchase made.
- If you accept the assignment, you are agreeing to visit all 3 stores on the same day and fill out all 5 questionnaires for payment to be made.



Before You Begin

- Confirm your 3 assigned store addresses
- Plan to visit all 3 stores on the same day
- Take detailed notes after store visits
- Know how to present yourself
- Know what required questions to ask
- Know what service timings to capture
- Know what in-store observations are required



Don't Forget!

- Document all required service times
 - Take a device to use for timing.
- Document # of other parties present
- Obtain all quoted pricing
- Report all information provided
- Ask all required questions
- Make all required observations



General Requirements

- Before requesting the shop, click the assignment and scroll down to see all 3 store addresses you would be required to visit. Do not request the shop if you cannot go to all 3 on the same day.
- Read all instructions and all three questionnaires before you complete the visits.

- You will receive 5 shop confirmations and fill out 5 reports (1 for each shop confirmation).
- Check your shop confirmation emails for the:
 - 3 stores you are required to visit.
 - Date you selected to visit all 3 stores (all must be visited on the same day).
- Plan plenty of time to visit all 3 stores on the same day, no exception.
- Complete the visits alone. Do not bring anyone with you.
- Confirm store hours for each location before leaving for the day.
- Make note of all required timing & observations, and ask the required question.
- No purchase is required. Any purchases or contract you agree to will not be reimbursed.
- Submit all 5 reports to shopperhub.cxgroup.com within 24 hours of completing the visits.
 - Submit the Pre-Assessment report BEFORE going to the stores.
 - Submit the 3 store observation reports AFTER going to each store.
 - Submit the store ranking/post-assessment/profile report LAST.
- Retain all documentation for six months following your shop.
- You or your immediate family members cannot have worked for the company you are visiting.



Shop Instructions

- Bring a phone or other device with you to record service times.
- Use your phone to take notes at each store to help you remember the details at each one.

Step #1: Check in, document required timings, and make required observations

- Record the time it takes to be greeted or acknowledged once you enter the store in minutes:seconds (ex: 01:45).
- Record the percentage of time each of the following happen (they must add up to 100%).
 - % of time you spent by yourself in the store from the time you arrived until you left (include the initial wait, and any point when the employee had to walk away)
 - % of time that was spent with an employee sitting at a table
 - % of time spent with an employee using demos or displays
 - % of time you spent with an employee standing up and discussing options or the sale, but not using any demos or displays
- If there was a wait, note the wait time quoted.
- Count the number of other customer parties present in the store (one party=one or more people who appear to be together).
- Count the number of employees you see working in the store.
- While waiting, look at the following to make observations:
 - Are employees busy with customers or other store-related tasks?
 - For all devices displayed, confirm if all are powered on with demo loops running.
 - For accessory displays, confirm they are working (nothing appears broken).
 - For wall inventory pegs, confirm if they appear full of product or have obvious gaps.
 - Look for business or public safety advertising/signage in the store.
 - Confirm if the employee is wearing a lanyard with their name on it.

- i. Get the employee's name (ask for it if not on a lanyard or provided).
 - ii. If unable to obtain the employee's name, note their gender, hair, color, approximate height, and approximate age.
- If there is no wait, browse the store after you are helped to make the observations.

Step #2: Interact with an employee & ask all required questions

- Pose as a new customer: State that you would like information on mobile plan options.
- If you ARE NOT a customer of the provider: Use your real name and real address.
- If you ARE already a customer of the provider: Use a fake name and your real address.
 - If questioned about service attached to the address, say you just moved in.
- Let the employee take the lead in asking questions and providing options.
- Get a printout of the plan name(s) proposed (or ask that they be written down). Include the name of the plans proposed in your report.
- **Important:** At some point, indicate there are areas in your home where cell signal isn't as strong as you'd like (basement, lower level, or some other area).
- **Required Question:** Ask, "Is there a device or something I can do to boost the signal?"
 - Document the response, particularly if a network extender, cell, or signal booster is mentioned.
- Do not sign up or make a purchase. Say you are just getting prices and information right now but will be making a decision in the next week or so.

Step #3: Collect proof of shop

- Accept any cost estimate or plan material provided to you.
 - Upload the estimated cost provided at each store with your reports.
- If you are not given a printed or written quote, get a business card (ask for one if not provided).
- Upload a photo of the business card with your report (sign and date it before uploading).

Step #4: Submit all 5 reports within 24 hours of the visit

- Take your time submitting reports and accurately enter the results (critical).
- Take good notes after leaving each store to help you submit accurately (critical).
- Submit the Pre-Assessment report first, BEFORE going to the stores.
- Submit the 3-store visit reports next, BEFORE filling out the 3-way ranking & profiling report. This is to allow you to think through all aspects of each experience before ranking the stores.



STORE OBSERVATION QUESTIONNAIRE

Shop date:

Start time:

End time:

Store Information

1. Retailer for this questionnaire:

☐ AT&T

☐ T-Mobile

☐ Verizon

2. Store type for this questionnaire:

Do not answer. STN will populate.

☐ AT&T (corporate)

☐ AT&T (3rd party authorized retailer)

☐ T-Mobile (corporate)

☐ T-Mobile (3rd party authorized retailer)

☐ Verizon (corporate)

☐ Verizon (3rd party authorized retailer)

Arrival/Check-in

3. How quickly were you greeted upon entering the store?

Any verbal acknowledgement can be considered a greeting.

☐ Under 30 seconds

☐ 30 seconds to 1 minute

☐ 1:01 - 3 minutes

☐ 3:01 - 5 minutes

☐ 5:01 - 8 minutes

☐ 8:01 - 10 minutes

☐ Greater than 10 minutes

☐ N/A – I was not greeted

4. Were you greeted within 1 minute?

☐ Yes

☐ No

5. How did the employee greet you?

☐ Employee walked up to or directly approached me

☐ Employee acknowledged me from across the store without approaching me, but made it feel personal or like I had their attention

☐ Employee acknowledged me from across the store while they did something else or DID NOT make it feel like I had any of their attention

☐ N/A – I was not greeted

6. During the greeting, did the employee ask if you were visiting for home or mobile service?

The verbiage used by the employee for this question may vary. Home Service = Home Internet or Wi-Fi. Mobile Service = Wireless service for a phone.

☐ Employee asked about both Mobile and Home

☐ Employee only mentioned Mobile

☐ Employee only mentioned Home

☐ Something else

☐ Employee did not inquire about my reason for visiting

☐ N/A – I was not greeted

7. Was an employee immediately available to begin your sales interaction?

☐ Yes

☐ No

8. Were you checked into a wait queue?

☐ Yes – An employee checked me in using a tablet or other device

☐ Yes – I checked in using a self-service kiosk, self-serve tablet, or other self-serve device

☐ Yes – I was checked in, but no digital tool or device was used

☐ No – I was not checked into a queue even though there was a wait

☐ N/A – no wait for assistance

9. Were you checked into a wait queue?

☐ Yes

☐ No

☐ N/A – no wait for assistance

10. Were expectations set regarding how long the wait should be?

☐ Yes

☐ No

☐ N/A – no wait for assistance

11. How long of a wait time did the employee indicate?

☐ QUICK: A minute or two

☐ SHORT WAIT: 3-5 minutes

☐ LONGER WAIT: More than 5 minutes

☐ N/A – There were no expectations set on the wait time

☐ N/A – no wait for assistance

12. Were any suggestions made related to what you could do while you waited?

☐ Yes

☐ No

☐ N/A – no wait for assistance

13. While you were waiting to be assisted, did an employee check in with you or update you on the wait time?

☐ Yes

☐ No

☐ N/A – no wait for assistance

14. Were you offered the option to make an appointment for a future visit instead of waiting?

☐ Yes

☐ No

☐ N/A – no wait for assistance

15. While you were waiting to be assisted, did you observe all employees in the store busy assisting other customers, or engaged in store-related tasks (e.g., stocking inventory)?

☐ All employees observed were busy

☐ I saw employees who appeared to be available to help me, but chose not to

☐ N/A – no wait for assistance

16. Was the time needed to wait for assistance acceptable or unacceptable to you?

☐ Faster than expected

☐ As expected

☐ Slower than expected

☐ N/A – no wait for assistance

17. Was the wait time as expected or better than expected?

☐ Yes

☐ No

☐ N/A – no wait for assistance

Sales Interaction**18. Did the employee provide their name when offering assistance?**

☐ Yes

☐ No

19. Did the employee ask for your name when it was your turn to be assisted?

☐ Yes – employee asked for my name

☐ No – employee never asked for or knew my name

☐ No – employee already knew my name from the greeting or check-in

20. How much effort did the employee make to understand your family size (number of phones or lines needed), needs, and interests?

☐ HIGH: Employee made significant effort to engage me in a dialogue to try and better understand my needs

☐ MEDIUM: Employee made casual effort to understand my needs, but dialogue was brief

☐ LOW: Employee made little to no effort to engage me and determine my needs

21. Did the employee offer to look up your service address or general location in order to qualify eligibility for home internet?

☐ Yes

☐ No

22. What method did the employee use to qualify your address?

☐ Employee used their point-of-sale tablet to look up my address

☐ Employee used an in-store display without a map-based lookup tool

☐ Employee used an in-store display with a map-based lookup tool

☐ N/A – employee did not qualify my address

23. Did the employee inquire about your employment/military/school enrollment status for the purpose of positioning a service discount?

☐ Yes

☐ No

24. Did the employee inquire whether you operate a side business or are self-employed (and might qualify for a business plan)?

☐ Yes

☐ No

25. Did the employee offer any kind of other discounts or credits?

☐ Yes

☐ No

26. Did the employee offer to waive activation fees?

☐ Yes

☐ No

27. How would you rate the employee's personality during your interaction?

☐ Exceptional: Employee established a good rapport, was friendly, and made me feel comfortable during our interaction

☐ Needs Improvement: Employee was rude, unprofessional, or made me feel uncomfortable during our interaction

☐ Acceptable: Employee was cordial but not overly friendly during our interaction, "strictly business"

28. What do you believe occurred that prevented the employee from establishing better rapport?

Enter N/A if you rated the employee's personality during your interaction as 'Exceptional'.

29. What digital experiences, if any, did the employee incorporate into the sales interaction?

Select all that apply.

☐ Employee's tablet

☐ Large display (i.e., 32 inches or larger)

- ☐ Small display (i.e., 15-27 inches)
- ☐ Arrival/Check-in kiosk at the front of the store
- ☐ Self-serve kiosk located elsewhere in the store

- ☐ Digital content on a demo device
- ☐ Tablet that promoted or demonstrated home internet solutions
- ☐ No digital experiences were used during our interaction

30. Was a Digital Experience used?

- ☐ Yes
- ☐ No

31. Did the employee incorporate any physical displays or demo products into their sales proposal or interaction?

- ☐ Yes
- ☐ No

32. Which physical displays were presented to you?

Select all that apply.

- ☐ Service plans
- ☐ Demo devices
- ☐ Home Internet solutions
- ☐ Phone accessories
- ☐ Other displays
- ☐ None of the above

33. If Other displays, what physical display was presented to you?

34. Did you observe any Business or Public Safety advertising/signage within the store?

- *Business advertising/signage: 5G Ultra Wideband for small businesses, business internet solutions, etc.).*
- *Public safety advertising/signage: Any kind of signage related to first response teams or programs specific to them (e.g., crisis response team material, emergency response technology, etc.).*

- ☐ Yes
- ☐ No

35. Did the employee leave you at any point during the sales interaction?

- ☐ Yes
- ☐ No

36. Select the reason the employee stepped away from the interaction:

- ☐ To confirm product availability
- ☐ To consult with Manager or peer
- ☐ To assist another customer
- ☐ To retrieve an item/product/printed quote to show/provide me
- ☐ Personal reason
- ☐ Employee did not disclose reason
- ☐ N/A – employee did not step away

37. Approximately how long were you left alone during your sales interaction?

Do not include any time spent waiting to be assisted when you first arrived.

- ☐ Less than 5 minutes
- ☐ Between 5 and 10 minutes
- ☐ Longer than 10 minutes
- ☐ N/A – employee did not step away

38. The employee asked questions to understand what I valued or what mattered most to me.

- ☐ Strongly agree
- ☐ Somewhat agree
- ☐ Neither agree nor disagree
- ☐ Somewhat disagree
- ☐ Strongly disagree

39. The employee seemed genuinely interested in understanding what I valued most or what mattered to me.

- ☐ Strongly agree
- ☐ Somewhat agree
- ☐ Neither agree nor disagree
- ☐ Somewhat disagree
- ☐ Strongly disagree

40. The employee was respectful when addressing my questions, concerns, or confusion and DID NOT make me feel awkward or embarrassed.

- | | |
|---|--|
| ☐ Strongly agree | ☐ Somewhat disagree |
| ☐ Somewhat agree | ☐ Strongly disagree |
| ☐ Neither agree nor disagree | |

41. The employee sought to understand what, if anything, made me dissatisfied with my current carrier, plan, or phone.

- | | |
|---|--|
| ☐ Strongly agree | ☐ Somewhat disagree |
| ☐ Somewhat agree | ☐ Strongly disagree |
| ☐ Neither agree nor disagree | |

42. How useful were the answers the employee provided to your questions?

- | | |
|---|---|
| ☐ All of the answers provided were useful | ☐ Most were not useful, but some were useful |
| ☐ Most were useful, but some were not useful | ☐ None of the answers provided were useful |
| ☐ About half were useful, while half were not useful | |

43. How comprehensive was the solution offered by the employee based on your needs and interests?

- | | |
|---|---|
| ☐ Very Comprehensive – The employee provided a solution that met all (or almost all) of my needs | ☐ Not Comprehensive – The employee did not provide a solution that would meet most of my needs, did not provide a solution at all, or completely missed the mark on addressing my most important needs |
| ☐ Somewhat Comprehensive – The employee provided a solution that met most of my needs, but didn't address some important aspects | |

44. What, if anything, do you believe was missing from the solution, and what unanswered questions did you have?

45. Did the employee utilize a map or tool to verify your service at the address where you expressed a service issue?

- | | |
|------------------------------|-----------------------------|
| ☐ Yes | ☐ No |
|------------------------------|-----------------------------|

46. When you expressed concern about poor service and needing a network device to help, was the employee aware of (or did they mention) a network extender, cell booster, or signal booster as options?

- | | |
|------------------------------|-----------------------------|
| ☐ Yes | ☐ No |
|------------------------------|-----------------------------|

47. Did the employee offer the purchase of a network extender, cell booster, or signal booster, or tell you how to get one if the store did not have them?

- | | |
|------------------------------|---|
| ☐ Yes | ☐ N/A – employee was not aware of or did not mention |
| ☐ No | |

48. If the employee offered a device to amplify signal, did they offer you a discount on that device to gain your service today?

- | | |
|--|---|
| ☐ Yes | ☐ N/A – employee was not aware of or did not mention |
| ☐ No | |
| ☐ N/A – employee did not offer the purchase | |

49. What type of service(s) did the employee include in their sales proposal?

☐ Both Mobile and Home Internet services

☐ Home Internet services only

☐ Mobile services only

☐ No services were offered to me

50. Did the employee discuss a branded credit card as part of the proposal?

☐ Yes

☐ No

51. Did the employee discuss a mobile and home discount or bundle that's available with select plans?

☐ Yes

☐ No

52. If applicable, which plan(s) did the employee propose as part of your solution?

Select all that apply.

☐ AT&T – Unlimited Premium PL (Mobile)

☐ Verizon – myPlan Unlimited Ultimate (Mobile)

☐ AT&T – Unlimited Extra EL (Mobile)

☐ Verizon – myPlan Unlimited Plus (Mobile)

☐ AT&T – Unlimited Starter SL (Mobile)

☐ Verizon – myPlan Unlimited Welcome (Mobile)

☐ AT&T – Value Plus VL (Mobile)

☐ AT&T – 4GB (Mobile)

☐ Verizon – 5G Home Ultimate (Home Internet)

☐ AT&T – Internet 5000 (Home Internet)

☐ AT&T – Internet 2000 (Home Internet)

☐ Verizon – 5G Home Plus (Home Internet)

☐ AT&T – Internet 1000 (Home Internet)

☐ Verizon – LTE Home Plus (Home Internet)

☐ AT&T – Internet 500 (Home Internet)

☐ Verizon – LTE Home (Home Internet)

☐ AT&T – Internet 300 (Home Internet)

☐ T-Mobile – Experience Beyond (Mobile)

☐ Verizon – Fios 2 Gig (Home Internet)

☐ T-Mobile – Experience More (Mobile)

☐ Verizon – Fios 1 Gig (Home Internet)

☐ T-Mobile – Essentials (Mobile)

☐ Verizon – Fios 500 Mbps (Home Internet)

☐ T-Mobile – Essentials Saver (Mobile)

☐ Verizon – 300 Mbps (Home Internet)

☐ T-Mobile – All-In (Home Internet)

☐ Other Mobile Plan

☐ T-Mobile – Amplified (Home Internet)

☐ Other Home Internet Plan

☐ T-Mobile – Rely (Home Internet)

☐ No Specific Plan Offered

53. If other mobile or home internet plan, what plan was proposed?

54. Did the employee propose any phone or device promotions as part of your solution?

☐ Yes

☐ No

55. Did the employee ask about the streaming services you use?

☐ Yes

☐ No

56. Did the employee discuss or show you any benefits of the proposed plan(s) beyond talk, text, and data allowance?

☐ Yes

☐ No

57. Which plan benefits were discussed with you?

Select all that apply.

☐ 5G access

☐ International benefits (e.g., calling outside of the U.S., traveling outside of the U.S.)

☐ Mobile hotspot allowance

☐ Call Filter/Spam Blocker

☐ Streaming services (e.g., Netflix, Disney, Hulu, Max, Music Streaming, YouTube Premium)

☐ Other benefits not listed here

☐ Premium services (e.g., Cloud Storage, Apple One, Walmart+)

☐ Didn't discuss any but had me review benefits on digital or paper resource

☐ Discussed checked off benefits and had me review additional benefits on digital or paper resource

☐ N/A – did not discuss plan benefits with me

58. Did the employee specifically discuss the benefits of their network at any point during the sales interaction?

☐ Employee extensively discussed the network with me

☐ Employee made no mention of the network during our entire interaction

☐ Employee made some mention of network

59. Which of the discussion points were addressed?

Select all that apply.

☐ Streaming capabilities

☐ Other 5G experiences

☐ Gaming capabilities

☐ Using at home or away from home

☐ Speed

☐ None of the above

☐ Reliability/Latency

60. It was obvious how the employee adjusted the proposal based on the information I shared.

☐ Strongly agree

☐ Somewhat disagree

☐ Somewhat agree

☐ Strongly disagree

☐ Neither agree nor disagree

61. The employee did not appear to be following a rehearsed script or routine and worked to understand my situation.

☐ Strongly agree

☐ Somewhat disagree

☐ Somewhat agree

☐ Strongly disagree

☐ Neither agree nor disagree

62. The employee seemed objective and unbiased in what they presented. They did not seem motivated to push a certain plan or certain phone, even if it fit my needs.

☐ Strongly agree

☐ Somewhat disagree

☐ Somewhat agree

☐ Strongly disagree

☐ Neither agree nor disagree

63. How much effort did the employee make to get you to close on the sale today by signing up for a new service plan?

☐ High: Employee made significant effort to have me agree to the sale/purchase, asking several times throughout our interaction

☐ Medium: Employee made some effort to close the sale, but it felt casual

☐ Low: Employee made little or no effort to have me close the sale

64. After you declined the offer to close, did the employee attempt to overcome any objections you had to the sale?

☐ Yes

☐ No

65. How did the employee document the solution they proposed during your visit?

Upload a copy of the quote provided to you (if obtained). If you were not given a printed or written quote, upload a photo of the business card with your report (sign and date it before uploading).

☐ The employee emailed me a service quote for the solution or proposal discussed

☐ The employee wrote the solution or proposal on a piece of paper and provided it to me

☐ The employee provided me with a printed copy of the solution or proposal discussed

☐ I did not receive any documentation of the solution or proposal

66. How knowledgeable was the employee regarding all of the products and services discussed during the interaction?

☐ High: Employee showed a significant level of expertise regarding the products and services discussed, they seemed to have all the answers

☐ Medium: Employee seemed well-versed in the products and services, but did not give the impression of total expertise

☐ Low: Employee seemed to have little to no knowledge of the products and services discussed, answers given had low confidence

67. If applicable, which equipment protection services did the employee discuss with you?

This question relates to insurance protection plans. Select all that apply.

☐ Mobile Protection Solution

☐ The employee didn't discuss any protection services

☐ Home Device(s) Protection Solution

68. Was either a mobile or home protection solution discussed?

☐ Yes

☐ No

69. Did the employee discuss a branded mobile app as an additional benefit of being a customer?

☐ Yes

☐ No

70. Did the employee discuss or offer to sell any accessories during the sales interaction?

☐ Yes

☐ No

71. Which types of accessories were offered to you?

Select all that apply.

☐ Cases

☐ Vehicle Mounts

☐ Charging

☐ Security

☐ Screen Protector

☐ Smart Home

☐ Audio

☐ Smart Watch

☐ Gaming

☐ Other Accessory

☐ Health and Fitness

☐ No accessories were offered or discussed

72. If Other Accessory, what was offered?

73. Did the employee position a bundle or other promotion on accessories?

☐ Yes

☐ No accessories were offered or discussed

☐ No

74. Did the employee discuss any other solutions not previously mentioned?

Example: connected devices like cameras, smartlocks, pre-paid services, etc.

☐ Yes

☐ No

75. Which additional solutions were discussed with you?

76. Did the employee offer to follow up with you at a later date regarding this transaction?

☐ Yes

☐ No

77. How did the employee explain they would follow up with you?

78. Did the employee thank you for visiting the store today?

☐ Yes

☐ No

79. Did the employee walk you to the door upon the completion of your visit?

☐ Yes

☐ No

General Observations

80. Enter the percentage of time you spent by yourself in the store without employee interaction:

Enter the percentage of time from arrival to departure that you spent by yourself in the store without interacting with an employee (either because you had to wait for service or the employee had to step away during your interaction). Format as a whole number (e.g., 30). The numbers you enter for questions 80 through 83 must add up to 100.

81. Enter the percentage of time you spent with an employee sitting at a desk/table:

Enter the percentage of time from arrival to departure that you spent sitting with an employee at a desk/table. Format as a whole number (e.g., 20). The numbers you enter for questions 80 through 83 must add up to 100.

82. Enter the percentage of time you spent with an employee using demos, displays, or experiences:

Enter the percentage of time from arrival to departure that you spent with an employee using product demos, displays, or other interactive experiences in the store. Format as a whole number (e.g., 20). The numbers you enter for questions 80 through 83 must add up to 100.

83. Enter the percentage of time you spent with an employee standing up and discussing the options/sale without using any demos, displays, or experiences:

Enter the percentage of time from arrival to departure that you spent with an employee standing up and discussing options or the sale (not looking at demos or interacting with product in any way). Format as a whole number (e.g., 30). The numbers you enter for questions 80 through 83 must add up to 100.

84. At what point during your interaction did an employee ask if you were visiting regarding a business or personal account?

☐ During the greeting only

☐ Greeting and sales interaction

☐ During the sales interaction only

☐ I was not asked this question

85. Were you asked if you were visiting for a business or personal account?

☐ Yes

☐ No

86. Did you observe a Manager on the sales floor during any point of your visit?

☐ Yes

☐ I'm not sure

☐ No

87. At what point did a Manager interact with you during your visit, if applicable?

Select all that apply.

☐ During my arrival/greeting

☐ Participated in the entire sales interaction

☐ Checking me into the queue

☐ Handled the entire sales interaction alone

☐ Participated in some of the sales interaction

☐ During my departure from the store

☐ No interaction with a Manager

88. Did the employee have to consult with a peer or Manager at any point during the

interaction?

☐ Yes

☐ No

89. What best describes the salesperson's appearance?

Select all that apply.

☐ Dressed professionally

☐ Dressed in branded clothing (i.e., clothing displayed company branding)

☐ Wore nametag (or name was embroidered on shirt)

☐ None of the above

90. Were all employees you interacted with wearing a lanyard with their name on a badge attached to it?

☐ Yes

☐ No

91. Provide the name of the employee who primarily assisted you.

If you were unable to obtain the employee's name, enter a full physical description (include gender, hair color, approximate height, and approximate age).

92. Approximately how many store employees did you observe working during your visit?

☐ 1

☐ 2

☐ 3

☐ 4

☐ 5

☐ More than 5

93. Approximately how many customer parties were present in the store when you arrived?

One party would be one or more people who appear to be together.

☐ 1

☐ 2

☐ 3

☐ 4

☐ 5

☐ More than 5

94. Regarding store appearance, were all of the devices on display powered on with demo loops running?

A demo loop would be anything visually running on the phone rather than just blank or the home screen. (A specialized application is installed on retail display devices, most commonly Apple iPhones and iPads, to showcase features while preventing screen burn-in. It runs a continuously looping video or interactive presentation when the device is idle.)

☐ Yes

☐ No

95. Regarding store appearance, did the accessory displays work?

Displays appeared to be working, not broken (i.e., you were able to turn a speaker on).

☐ Yes

☐ No

96. Regarding store appearance, were all the accessory inventory pegs filled with products?

☐ Yes

☐ No

97. Regarding product demos, do you believe what was available to you met your needs and/or would help you make a purchase decision?

☐ Yes

☐ No

98. Regarding store appearance, did the windows appear clean (no smudges, fingerprints, or visible dirt)?

☐ Yes

☐ No

99. Based on this experience, how likely are you to recommend this location's carrier's products or services to a friend or family member?

- ☐ 5 – Very likely
- ☐ 4
- ☐ 3

- ☐ 2
- ☐ 1 – Not at all likely

100. What, if any, aspects of your overall experience would hinder your interest to buy from this store?

Select all that apply.

- | | |
|---|--|
| ☐ Plan knowledge | ☐ Wait time |
| ☐ Product knowledge | ☐ Felt ignored or neglected |
| ☐ Promotion knowledge | ☐ Store appearance/cleanliness |
| ☐ Cost of equipment | ☐ N/A – I would buy from this store |
| ☐ Employee interaction/personality | |

101. Please provide any additional feedback regarding your overall shopper experience or share anything that was surprising or unexpected about your visit that influenced your overall perceptions.

Enter N/A if there is nothing additional about the experience you feel is important for the client to know.

END OF QUESTIONNAIRE