

WIRELESS 3-WAY COMPARISON STUDY (TELESALES RANKING)

INSTRUCTIONS • QUESTIONNAIRE

- This is an anonymous telephone mystery shop/research study.
- You are required to call 3 wireless provider stores in the same day (no exceptions).
- You will speak with an employee by being or posing as a potential new phone customer.
- The purpose is to evaluate call handling, employee engagement, and sales practices and compare the service experience.
- After the 3 calls, you will submit 4 questionnaires in the following order:
 - Report #1 = Observations of the call with store #1 (57 questions)
 - Report #2 = Observations of the call with store #2 (same 57 questions)
 - Report #3 = Observations of the call with store #3 (same 57 questions)
 - Report #4 = Store ranking (32 questions)
- You will receive 4 shop confirmations for this assignment (one for each required segment).
- Calls are expected to take 20-30 minutes.
- You will take the conversation up to obtaining pricing and then decline to sign up at the end of the conversation.
- No purchase is required and you will not be reimbursed for any purchase made.
- If you accept the assignment, you are agreeing to call all 3 stores on the same day and fill out all 4 questionnaires for payment to be made.



General Requirements

- Follow the instructions outlined in the 3 store call shop confirmations.
- This is the last questionnaire you will fill out (after all 3 store call reports are submitted).
- The purpose is to rank the 3 stores on 8 service metrics by top, middle, and bottom preference based on your phone experiences with the providers.



TELESALES 3-WAY RANKING QUESTIONNAIRE

Shop date: Enter the date you completed the phone shops.

Start time: Enter the time you started the phone shops.

End time: Enter the time you completed the phone shops.

3-Way Ranking (Employee Availability)

1. What was the top ranked (Rank 1) location for time to reach a live employee?

☐ AT&T

☐ Verizon

☐ T-Mobile

☐ All three seemed EXACTLY equal

2. What was the middle ranked (Rank 2) location for time to reach a live employee?

☐ AT&T

☐ Verizon

☐ T-Mobile

☐ All three seemed EXACTLY equal

3. What was the bottom ranked (Rank 3) location for time to reach a live employee?

☐ AT&T

☐ Verizon

☐ T-Mobile

☐ All three seemed EXACTLY equal

4. Please describe what factors most influenced your ranking (this may focus on how you viewed your #1 ranking as better or how you viewed your #3 ranking as worse):

3-Way Ranking (Understanding Needs)

5. What was the top ranked (Rank 1) location for how good the employee was at asking questions to understand your specific needs?

☐ AT&T

☐ Verizon

☐ T-Mobile

☐ All three seemed EXACTLY equal

6. What was the middle ranked (Rank 2) location for how good the employee was at asking questions to understand your specific needs?

☐ AT&T

☐ Verizon

☐ T-Mobile

☐ All three seemed EXACTLY equal

7. What was the bottom ranked (Rank 3) location for how good the employee was at asking questions to understand your specific needs?

☐ AT&T

☐ Verizon

☐ T-Mobile

☐ All three seemed EXACTLY equal

8. Please describe what factors most influenced your ranking (this may focus on how you viewed your #1 ranking as better or how you viewed your #3 ranking as worse):

3-Way Ranking (Employee Personality)

9. What was the top ranked (Rank 1) location for how appealing the employee's personality was (they were friendly and easy to interact with)?

☐ AT&T

☐ T-Mobile

☐ Verizon☐ All three seemed EXACTLY equal

10. What was the middle ranked (Rank 2) location for how appealing the employee's personality was (they were friendly and easy to interact with)?

☐ AT&T☐ Verizon☐ T-Mobile☐ All three seemed EXACTLY equal

11. What was the bottom ranked (Rank 3) location for how appealing the employee's personality was (they were friendly and easy to interact with)?

☐ AT&T☐ Verizon☐ T-Mobile☐ All three seemed EXACTLY equal

12. Please describe what factors most influenced your ranking (this may focus on how you viewed your #1 ranking as better or how you viewed your #3 ranking as worse):

3-Way Ranking (Device Recommendations)

13. What was the top ranked (Rank 1) location for the employee's ability to establish trust in their knowledge and recommendations related to DEVICES (phones, tablets, etc.)?

☐ AT&T☐ Verizon☐ T-Mobile☐ All three seemed EXACTLY equal

14. What was the middle ranked (Rank 2) location for the employee's ability to establish trust in their knowledge and recommendations related to DEVICES (phones, tablets, etc.)?

☐ AT&T☐ Verizon☐ T-Mobile☐ All three seemed EXACTLY equal

15. What was the bottom ranked (Rank 3) location for the employee's ability to establish trust in their knowledge and recommendations related to DEVICES (phones, tablets, etc.)?

☐ AT&T☐ Verizon☐ T-Mobile☐ All three seemed EXACTLY equal

16. Please describe what factors most influenced your ranking (this may focus on how you viewed your #1 ranking as better or how you viewed your #3 ranking as worse):

3-Way Ranking (Service Plan Recommendations)

17. What was the top ranked (Rank 1) location based on the employee's ability to establish trust in their knowledge and recommendations related to explaining SERVICE PLANS (including features, benefits, etc.)?

☐ AT&T☐ Verizon☐ T-Mobile☐ All three seemed EXACTLY equal

18. What was the middle ranked (Rank 2) location based on the employee's ability to establish trust in their knowledge and recommendations related to explaining SERVICE PLANS (including features, benefits, etc.)?

☐ AT&T☐ Verizon☐ T-Mobile☐ All three seemed EXACTLY equal

19. What was the bottom ranked (Rank 3) location based on the employee's ability to establish trust in their knowledge and recommendations related to explaining SERVICE PLANS

(including features, benefits, etc.)?

☐ AT&T

☐ Verizon

☐ T-Mobile

☐ All three seemed EXACTLY equal

20. Please describe what factors most influenced your ranking (this may focus on how you viewed your #1 ranking as better or how you viewed your #3 ranking as worse):

3-Way Ranking (Closing the Sale Attempt)

21. What was the top ranked (Rank 1) location based on the employee's ability to make a greater effort to get you to actually sign up for their service/plan today?

Answer based on which location's employee did a better job of asking for the sale, providing a reason to buy today, and not just ending the call without trying to close the sale.

☐ AT&T

☐ Verizon

☐ T-Mobile

☐ All three seemed EXACTLY equal

22. What was the middle ranked (Rank 2) location based on the employee's ability to make a greater effort to get you to actually sign up for their service/plan today?

Answer based on which location's employee did a better job of asking for the sale, providing a reason to buy today, and not just ending the call without trying to close the sale.

☐ AT&T

☐ Verizon

☐ T-Mobile

☐ All three seemed EXACTLY equal

23. What was the bottom ranked (Rank 3) location based on the employee's ability to make a greater effort to get you to actually sign up for their service/plan today?

Answer based on which location's employee did a better job of asking for the sale, providing a reason to buy today, and not just ending the call without trying to close the sale.

☐ AT&T

☐ Verizon

☐ T-Mobile

☐ All three seemed EXACTLY equal

24. Please describe what factors most influenced your ranking (this may focus on how you viewed your #1 ranking as better or how you viewed your #3 ranking as worse):

3-Way Ranking (Effort to Maintain Contact)

25. What was the top ranked (Rank 1) location based on the employee's effort to maintain contact with you after today?

Answer based on which location's employee did a better job asking for your contact information, providing their contact information, or offering another direction for connecting with the provider or making the purchase at a later time.

☐ AT&T

☐ Verizon

☐ T-Mobile

☐ All three seemed EXACTLY equal

26. What was the middle ranked (Rank 2) location based on the employee's effort to maintain contact with you after today?

Answer based on which location's employee did a better job asking for your contact information, providing their contact information, or offering another direction for connecting with the provider or making the purchase at a later time.

☐ AT&T

☐ Verizon

☐ T-Mobile

☐ All three seemed EXACTLY equal

27. What was the bottom ranked (Rank 3) location based on the employee's effort to maintain contact with you after today?

Answer based on which location's employee did a better job asking for your contact information, providing their contact information, or offering another direction for connecting with the provider or making the purchase at a later time.

☐ AT&T
☐ T-Mobile

☐ Verizon
☐ All three seemed EXACTLY equal

28. Please describe what factors most influenced your ranking (this may focus on how you viewed your #1 ranking as better or how you viewed your #3 ranking as worse):

3-Way Ranking (Preferred Store for Sign-up)

29. What was the top ranked (Rank 1) location based on which you would go with if you were personally signing up for new service or buying a new device?

☐ AT&T
☐ T-Mobile

☐ Verizon
☐ All three seemed EXACTLY equal

30. What was the middle ranked (Rank 2) location based on which you would go with if you were personally signing up for new service or buying a new device?

☐ AT&T
☐ T-Mobile

☐ Verizon
☐ All three seemed EXACTLY equal

31. What was the bottom ranked (Rank 3) location based on which you would go with if you were personally signing up for new service or buying a new device?

☐ AT&T
☐ T-Mobile

☐ Verizon
☐ All three seemed EXACTLY equal

32. Please describe what factors most influenced your ranking (this may focus on how you viewed your #1 ranking as better or how you viewed your #3 ranking as worse):

END OF QUESTIONNAIRE