# FURNITURE STORE

## CUSTOMER EXPERIENCE
## SHOPPING FOR FURNITURE

## INSTRUCTIONS • QUESTIONNAIRE

Evaluate the customer service experience by calling an assigned CITY HOME (or Ashley Furniture) location to ask a required question, then visit the same location in person to interact with a sales associate about purchasing a piece of furniture. Some locations also require observations of the in-store cafe/wine bar. No purchase is required or will be reimbursed.

### Before You Begin

- Review your shop confirmation
- Know your scenario and if you need to make cafe/wine bar observations
- Plan plenty of time to conduct the shop
- Complete the phone portion first, and ask the required question

### Don't Forget!

- Pose as needing a piece of furniture
- Make a purchase objection
- Collect a business card
- Date & sign the business card before uploading with your report
- Make the cafe/wine bar observations

## General Requirements

- Read all instructions and the entire questionnaire before you complete the shop.
- Complete the required phone call to the store to ask a question.
- Visit the CITY HOME or Ashley Furniture location listed in your shop confirmation.
    - These stores may be next door to each other. Make sure you enter the correct store.
- Complete the shop alone. Plan to spend 20-30 minutes in the store.
- Interact with a sales associate while posing as a serious buyer who is looking for a new piece of furniture for your living room (sofa or coffee table), dining room (table or buffet), or bedroom (nightstand or dressers). Do not shop for a mattress.
- Get a business card to upload with your report. Ask for a card if you are not offered one.
- Do not capture associates in any photos taken inside the showroom.
- Some locations have a cafe and/or wine bar. Check your shop confirmation to confirm if you're required to make cafe/wine bar observations.
- If the store has a Smart Home Zone, do not express interest in or visit that area of the store.
- You are not required to make a purchase and will not be reimbursed for any purchase made.
- Submit your report to shopperhub.cxgroup.com within 12 hours of completing the shop.
- Retain all documentation for six months following your shop.
- You or your immediate family members cannot have ever worked for CITY HOME.

# Shop Instructions

## Step #1: Before visiting the store, call to ask a question to test the associate's knowledge

- On the same day as your in-store visit, call the store using the phone number found in your shop confirmation.
    - If you get voicemail, hang up, wait a minimum of 10 minutes, and then attempt a second call. If the second call also goes to voicemail, no further call attempts are required.
- Listen carefully to how the call is answered to determine if the associate:
    - ✓ Thanked you for calling
    - ✓ Identified themselves by name
    - ✓ Extended a greeting
- Get the associate's name if not provided (ask for it if needed).
- Ask any question related to the type of furniture you will be shopping for. For example:
    - What is the earliest date I can get delivery?
    - Do you have dining room tables with stowaway leaves?
    - Is (name a particular item you found on their website) available in your showroom?

## Step #2: Visit the assigned store to evaluate the in-store customer experience

- Enter the store as indicated in your shop confirmation (CITY HOME or Ashley Furniture).
- Pose as shopping for a new piece of furniture for your dining room, living room, or bedroom.
    - Do not shop for a mattress.
- When greeted, accept assistance. Do not say you would just like to look around.
    - If not greeted, go directly to a display area and begin to browse.
    - If not approached after 5 minutes, seek out an associate and request help.
- Tell the associate you are looking for (furniture you chose) and would like to look at options.

## Step #3: Interact with a sales associate

- Allow the associate to take the lead in the conversation by asking questions about your needs.
- Answer questions based on your own preferences (style, size, color, material, etc.).
- If you are asked if you'd like to test a mattress as part of the TEST REST initiative, accept.
- Do not rush the interaction. Allow the associate the time they feel is necessary to assist you.
- Do not ask to be left alone to browse. This is to see if the associate initiates separation.

## Step #4: Raise an objection for why you can't make the purchase that day

- At the end of the discussion, tell the associate you would like to visit other stores before making a decision.
    - The purpose of this statement is to see how they respond and if they try to get you to commit to the future purchase in some way.

## Step #5: Request a business card, and get the associate's name

- Ask for the associate's name and business card and say you will contact them if you decide to make a purchase.
    - If the associate cannot provide a business card, ask them for a manager's business card.
    - Date and sign the business card when out of view of the associate.
    - Upload a copy of the signed and dated business card with your report.
- All locations have generic business cards and should be able to provide a business card upon request. However, if you are unable to obtain a business card, take a photo of a piece of furniture you were looking at, and upload this image with your report as proof of shop.

## Step #6: Make the cafe and/or wine bar observations (if applicable)

- Your shop confirmation will specify if your assigned store has a cafe/wine bar to observe.
- Note if your sales associate mentions the bar (do not ask about it).
- After interacting with the associate, walk over to the bar as if to check it out.
- Check for cleanliness issues at the bar.
- Confirm if there are cookies ready and easily accessible on the countertop.
    - Cookies should be in a clear case on the countertop.
- Confirm if the coffee dish is replenished and kept full (creamer, sugar, etc.).
    - Coffee is behind the bar and not accessible to customers, but the creamer, sugar, etc. should be accessible to customers.

# QUESTIONNAIRE

Shop date:

Start time:

End time:

## Phone Call

1. Date and time of the call(s):
*If more than one call was made, enter the date and time of each call attempt. Example format: 6/7/2024 11:13 AM*

2. When was your call answered by an associate?
[ ] Answered on the first call attempt
[ ] Answered on the second call attempt
[ ] Call went to voicemail on both attempts

3. Which of the following did the associate do when answering the call?
*Select all that apply. Example: "Thank you for choosing CITY HOME. This is Karen. How may I help you?"*
[ ] Thanked me for calling
[ ] Identified themselves by name
[ ] Extended a greeting
[ ] None of the above
[ ] Call went to voicemail on both attempts

4. Name of the associate who answered the phone:

5. Did the associate ask for your name?
[ ] Yes
[ ] No
[ ] Call went to voicemail on both attempts

6. When asked a question, did the associate demonstrate knowledge of the product and affirm your decision?
[ ] Yes, full knowledge (able to answer the question)
[ ] Somewhat knowledgeable (provided a response that lacked confidence)
[ ] Not at all knowledgeable (did not know but asked another associate and got an answer)
[ ] Not at all knowledgeable (did not know and did not get an answer)
[ ] Call went to voicemail on both attempts

7. What question did you ask the associate?

8. What was the associate's response?

9. Did the phone associate invite you in for an appointment?
[ ] Yes
[ ] No
[ ] Call went to voicemail on both attempts

10. At the end of the conversation, did the associate thank you for calling?
[ ] Yes
[ ] No
[ ] Call went to voicemail on both attempts

## Store Appearance

11. Date and time of the in-store visit:
*Example format: 6/7/2024 4:08 PM*

12. Did the exterior parking lot, sidewalks, and landscaping appear free of debris and well maintained?
[ ] Yes
[ ] No, minimal litter or debris visible
[ ] No, excessive litter or debris visible

13. Was it easy to navigate the showroom?
*When answering, think about the flow of the store (Was it easy to find what you were looking for?, Were there any obstructions in the walkways?, etc.).*
[ ] Yes
[ ] No

14. Were the prices easy to read?
*Answer based on visible pricing. Do not answer No just because a price was missing.*
[ ] Yes
[ ] No, 5 or fewer items had a price display that was not easy to read
[ ] No, more than 5 items had a price display that was not easy to read

15. Did all the furniture that you observed have a visible price tag displayed?
[ ] Yes
[ ] No, 5 or fewer items did not have a visible price displayed
[ ] No, more than 5 items did not have a visible price displayed

## Sales Interaction

16. Were you greeted by a sales associate within 1 minute of entering the store?
[ ] Yes
[ ] No, 2-5 minutes
[ ] No, more than 5 minutes
[ ] Not greeted (had to ask for help)

17. Did the sales associate introduce themselves and ask for your name?
[ ] Yes
[ ] No, introduced themselves but did not ask for my name
[ ] No, asked for my name but did not introduce themselves
[ ] Neither

18. Name of sales associate who assisted you:

19. Sales associate hair color:

20. Did the sales associate have a professional or stylish appearance?
[ ] Yes, associate was dressed fashionably, elegantly, smartly, or chicly
[ ] Yes, associate was dressed in a business shirt or blouse
[ ] No

21. Was the sales associate well groomed?
[ ] Yes
[ ] No

22. Did the sales associate introduce you to a manager early on (when you arrived or shortly after you started browsing/speaking with them)?
[ ] Yes
[ ] No

23. Describe how you presented your scenario:
*Enter the item you indicated you were shopping for, what room it was for, why you were shopping for the item, etc.*

24. Did the sales associate attempt to connect by initiating a general conversation with you before talking about products?

*Answer Yes if the sales associate spoke to you initially about anything other than furniture (e.g., the weather, your day, etc.). Answer No if they asked what you were shopping for and went right into showing you products with no personal discussion.*

[ ] Yes
[ ] No

25. Did the sales associate offer to look you up in the system if you've shopped at CITY HOME before or offer to add you to the system if you have not shopped there before?

[ ] Yes, offered to look me up (I've been there before)
[ ] Yes, offered to add me (I'm new to CITY HOME)
[ ] No

26. Did the sales associate ask you anything about your shopping needs and suggest a specific product to meet your needs?

*Only answer Yes if the sales associate did both (asked about your shopping needs AND suggested a product to meet your needs).*

[ ] Yes
[ ] No

27. If yes, which of the following did the sales associate ask about?

*Select all that apply.*

[ ] Type of furniture
[ ] Room to be furnished
[ ] Room size
[ ] Style preference
[ ] Color preference
[ ] Budget
[ ] Other
[ ] N/A

28. Did the sales associate offer to help you design your space by using any of these tools: draw your room, inspirational pictures, 3D planner, or AI photo rendering?

[ ] Yes
[ ] No

29. Hybrid Showroom: Did the sales associate show you product in the showroom you walked into?

*A hybrid showroom is a location that has two furniture stores connected. This question determines if you were shown products in the showroom you were assigned or taken across to the other location.*

[ ] Yes
[ ] No, went to the other store's showroom
[ ] N/A – not a hybrid store

30. Did the sales associate make you aware of any in-store promotions?

[ ] Yes
[ ] No

31. If yes, which in-store promotions did the sales associate make you aware of?

*Select all that apply.*

[ ] You get a $10 e-gift card when you test rest a mattress (and CITY HOME donates $10)
[ ] Item(s) on sale
[ ] Free gift with purchase
[ ] N/A

32. Which best describes how the sales associate presented or demonstrated the features and benefits of the product?

[ ] Very detailed – explained clearly; I fully understood the value of the features and benefits
[ ] Informative – I needed more information to fully understand the value of the features and benefits

[ ] Limited – only discussed the basics (style, size – did not discuss features and benefits of the product)

33. Did the sales associate suggest any additional products to go along with the product you asked about?

*For example, they may have told you about the furniture protection plan or delivery services.*

[ ] Yes
[ ] No

34. Hybrid Showroom: If the sales associate offered and conducted a TEST REST presentation, did they take you to the sleep gallery in the showroom you walked into?

*TEST REST = You get a $10 e-gift card when you test a mattress, and CITY HOME will donate $10.*

[ ] Yes
[ ] No, went to the other store's showroom
[ ] N/A – not offered a test rest
[ ] N/A – not a hybrid store

35. Did the sales associate initiate separation from you while you browsed?

*Answer Yes if the sales associate said they would let you look and walked away without you requesting time alone to look.*

[ ] Yes
[ ] No

36. Did the sales associate present the price in the form of monthly payments?

[ ] Yes
[ ] No

37. Did the sales associate make an attempt to determine your CITY HOME VIP credit cardholder status within the first 10 minutes of your visit?

[ ] Yes
[ ] No

38. Did the sales associate present the CITY HOME VIP credit cardholder benefits?

[ ] Yes
[ ] No

39. If yes, which of the following VIP cardholder benefits did the sales associate mention?

*Select all that apply.*

[ ] No annual fee
[ ] No down payment
[ ] Monthly payments (6, 12, or 60 months special financing)
[ ] Up to $1,000 in statement credits
[ ] VIP access to special events
[ ] Free upgrade to same day delivery
[ ] N/A

40. Did the sales associate try to initiate a finance application with you?

[ ] Yes
[ ] No

41. If yes, how many times did the sales associate initiate finance with you?

[ ] 1
[ ] 2
[ ] 3 or more
[ ] N/A

42. Which best describes how the sales associate asked for the sale?

[ ] Asked in a comfortable/natural manner
[ ] Asked in an awkward or out of place manner
[ ] Asked in a pushy manner
[ ] Did not specifically ask for the sale in any manner

43. What did the sales associate say when asking for the sale?

44. When you stated your objection to closing the sale that day, did the sales associate bring

in a manager to help close the sale?
[ ] Yes [ ] No

45. If yes, describe the impact the manager had on your shopping experience:

46. Did the sales associate document the items you were interested in for future follow-up using a tablet, computer, or handwritten note?
[ ] Yes [ ] No

## Sales Associate

47. Which best describes the sales associate's tone and interaction with you?
[ ] Listened attentively, assisted without interruption/distraction, and did not make me feel rushed
[ ] Listened but seemed distracted by things going on around them
[ ] Did not listen, appeared disengaged/unfocused, or made me feel rushed

48. Based on your shopping experience with this sales associate, how likely would you be to purchase furniture from them?
*Consider the sales associate you interacted with only, not the store itself.*
[ ] 5 – Highly likely
[ ] 4 – Likely
[ ] 3 – Neutral
[ ] 2 – Not likely
[ ] 1 – Not at all likely

49. Describe the conversation and showroom experience:
*Provide a detailed summary of the visit, from start to finish. Comment on the initial greeting, the sales associate's approach to assisting you, the level of interaction you had with them, suggestions they made or items they showed you based on your expressed needs, etc.*

50. Did any sales associate go above and beyond to serve you?
[ ] Yes [ ] No

## Cafe and/or Wine Bar

51. Was the cafe and/or wine bar mentioned by your sales associate?
[ ] Yes
[ ] No
[ ] N/A – no cafe and/or wine bar or it was closed

52. Was the cafe and/or wine bar clean?
[ ] Yes
[ ] No
[ ] N/A – no cafe and/or wine bar or it was closed

53. Were cookies ready and easily accessible to customers?
[ ] Yes
[ ] No
[ ] N/A – no cafe and/or wine bar or it was closed

54. Was the coffee dish replenished and kept full (creamer, sugar, etc.)?
[ ] Yes
[ ] No
[ ] N/A – no cafe and/or wine bar or it was closed

## Overall Impression

55. Based on this shopping experience, would you consider buying from CITY HOME if you were in the market for new furniture?

*Consider the entire experience (interaction with the sales associate, product style/availability, price, etc.).*

[ ] Definitely
[ ] Probably
[ ] Possibly
[ ] Probably not
[ ] Definitely not

56. Explain why or why not:

57. Would our styles and selection meet your home furnishing needs?

[ ] Yes
[ ] No

58. Explain why or why not:

59. Did the price points on products offered meet your needs?

*Refers to pricing of the products you were shown and/or that would have met your needs.*

[ ] Yes
[ ] No

60. Based on this shopping experience, how likely are you to purchase from this store over a competitor's store for your furniture needs?

[ ] Very likely, the experience was much better than with other furniture stores
[ ] Likely, the experience was slightly better than with other furniture stores
[ ] Neutral, the experience did not sway me one way or the other
[ ] Not likely, the experience was slightly worse than with other furniture stores
[ ] Not at all likely, the experience was much worse than with other furniture stores

61. Based on this experience, how likely are you to recommend CITY HOME to someone you know?

*10 = Extremely likely; 0 = Not at all likely*

[ ] 10
[ ] 9
[ ] 8
[ ] 7
[ ] 6
[ ] 5
[ ] 4
[ ] 3
[ ] 2
[ ] 1
[ ] 0

62. Upload a clear, readable copy of the associate's business card:

*Remember to sign and date the card before uploading it.*

END OF QUESTIONNAIRE