

MAN4162 Customer Relations for Managers

Mystery Shopper Questionnaire

The Shopper

1. What is the name of the business?

European Wax Center

2. What is the day/date and time of your shop?

Sunday, July 22 4:30 pm

3. What is the area of town of the business?

Midtown Miami

4. What specific items are you shopping for/ordering/asking about?

Waxing service

5. What is the personal information or "story" you need to present to the associate helping you?

Any skin or waxing issues I may have.

6. If you made a purchase, how much did you spend? Willing to spend?

\$69

7. Did you get a business card or receipt to document your visit?

Yes.

The Business - Outside

8. Could the signage for the business be seen from the street, have any missing letters?
Was it attractive, clean?

signage was very clear. However, ^{NOT} all the letters were lit up
and visible during the day. at night due to an outage.

9. How was the condition of the landscaping? What the level of care given to the grounds outside the business building? Did the trees, bushes, flowers and lawn look healthy and attractive so that they gave a positive impression?

The trees were healthy and well-maintained.
The sidewalk was clean and well paved.

10. How was the cleanliness of any glass doors and windows on the outside? Were they smudge and streak free? Were the building facade and the doorway in good condition when you entered?

The front of the establishment was very clean
due to a ~~nightly~~ nightly cleaning crew.

The Salesperson/Server/Attendant

11. Were you pleasantly greeted when you entered the establishment?

Yes.

12. Did the personnel act in a friendly, professional manner and were they appropriately and neatly attired?

Yes. They were in appropriate uniforms
with their name tags.

13. How well did the establishment's personnel interact with you? Were you treated with courtesy and respect? How knowledgeable was the employee regarding your products and/or services?

The guest service associate was very pleasant. She confirmed my services and asked if I wanted to do any other services since the wax specialist had time. I politely declined.

14. Were there any extra items you needed to ask about or look for, beyond the items you came to purchase/order? Did the person offer you any additional items, a larger size or a specific promotional good?

She offered a wax pass, which is a prepaid package of specific services. There was also a product promotion. I politely declined both offers.

15. Was the cashier accurate and professional? Did the cashier thank you and invite you to return to the store?

She had a very friendly demeanor and pre-booked my next reservation for 3 weeks.

The Business - Inside

16. What was the condition and cleanliness of the products, aisles and shelves in the establishment? The condition of the display areas, including the lighting, flooring and fixtures? The register area?

The front desk and seating area were clean and organized. Lighting and flooring were clean and functioning. The product display was well stocked but ~~was~~ a bit dusty.

17. What was the condition of the restroom, including cleanliness, equipment condition and whether containers were empty or full? Were trash receptacles were appropriately emptied?

The bathroom was very clean and well stocked.

18. Was there a wait time to purchase items? Was another register opened if necessary, providing the store has more than one register?

There ~~was~~ were two cashiers but ~~didn't~~ there was no wait to checkout.

19. How likely would you return to this store or organization considering only this one shopping experience?

I will definitely return in 3 weeks.

20. Would you recommend this business/organization to other customers?

yes.

FINAL PAPER PROJECT: PROBLEM SOLVING

The purpose of the project is to give you an opportunity to apply what has been learned in the course (through videos, cases, readings and discussions) to problems in an organization of your choice. This assignment requires you to apply one topic from the course in attempt to solve a specific problem that exists in an organization with which you are familiar. That problem should center on either a job performance issue or an organizational commitment issue. The paper should be 1000 words in length (all inclusive). More details are provided below.

Gather information from people in an organization through direct contact. You may supplement this information with data from the media, the organization's literature, and other secondary sources. You should identify a relatively recent problem to analyze (i.e. this should not be an historical account of a problem and the company's solution). You should focus your analysis by applying the concepts from the course. While it is acceptable to incorporate several concepts from the course, please aim for depth regarding the use of course concepts. Your goal is to diagnose the mechanisms that are causing the problem or issue of concern in the organization. Initially, you may notice many symptoms (for instance, high turnover, seemingly low morale, low commitment, motivation etc.), but your task is to get to the underlying reason for these symptoms. And beware, sometimes the initial symptoms we think we see are not what they appear to be.

There are three broad goals for this assignment:

1. One goal of this assignment is obviously to take the initiative to make a positive contribution to an organization.
2. Another major goal is to provide an opportunity for you to learn more about organizational behavior first hand and to use your critical thinking and reflection skills to link your experience with this organization to your learning in relation to organizational behavior theory.
3. The final goal is to provide you with the opportunity to use your skills as a team member and leader, and to reflect on the learning gained from this team experience. Each team will make a presentation to the class and write a paper that describes what you did for the organization, what you learned about organizational behavior, and what you learned about working on a team.

To meet these broad goals, your team should answer the following questions in the assignments detailed below.

- a) What are the issues or problems facing the organization?
- b) What course concepts can be applied to understand why this problem is occurring?
- c) What recommendations can you offer to help improve organizational functioning?

The Report

- a) Company or organization's background (including Mission/Vision Statement) *Get guests and keep guests.*
- b) What are the issues or problems facing the organization? *High turnover.*
- c) What course concepts can be applied to understand why this problem is occurring? *Lack of motivation, no room for growth, low commitment.*
- d) What recommendations, based on these course concepts, can you offer to help improve organizational functioning and address the problem you identified?
Increase morale, improve center culture, more motivation.

The Presentation

Create a PowerPoint Presentation using the information in your written report. The PowerPoint presentation will be visible to other students. In the PowerPoint presentation, please include the following slides:

- a) Slide 1: Company or organization's name *European Wax Center*
- b) Slide 2: Company's Mission/Vision what are the issues or problems facing the organization? *Get guests and keep guests.*
- c) Slide 3: List the issues or problems facing the organization *High turnover, not many opportunities for growth.*
- d) Slide 4: List the recommendations to help improve organizational functioning and address the problem you identified?