

### Customer Service Marathon Scorecard

Student's Name: Tommy Duong

Name of Business: Kroger Type of Business: Grocery super store

Location of Business: 5250 Newtown Dr

Date of Visit: 04/03/2021 Time of Visit: 10:19 pm

On this visit, the business was        busy        moderately busy X not busy.

| Customer Service Question                                                          | Likert Scale Rating (1 = Poor or Low, 5 = Excellent or High) | Comments – Fill In Roughly 50% Or More Boxes For Best Results  |
|------------------------------------------------------------------------------------|--------------------------------------------------------------|----------------------------------------------------------------|
| Did the employees smile and acknowledge you shortly after your arrival?            | 1 2 3 <u>4</u> 5                                             | Employee was present during this visit and did smile and greet |
| Was the establishment, itself, welcoming and clean?                                | 1 <u>2</u> 3 4 5                                             | Bakery was a mess. Crumbs and dirty napkins everywhere.        |
| Were the employees dressed and groomed accordingly?                                | 1 2 3 <u>4</u> 5                                             | Yes                                                            |
| Did the employees provide quick customer service?                                  | 1 2 3 <u>4</u> 5                                             |                                                                |
| Were the employees knowledgeable about the organization and its products/services? | 1 2 3 <u>4</u> 5                                             | Yes, the employee was very knowledgeable                       |
| Was the service personalized?                                                      | 1 2 <u>3</u> 4 5                                             | No                                                             |
| Were the staff friendly and did they practice good manners?                        | 1 2 3 <u>4</u> 5                                             | Staff was very friendly and professional                       |
| Did the staff suggest promotions for better deals?                                 | 1 2 <u>3</u> 4 5                                             | Yes. 3 for 2\$                                                 |
| Did the employees have a positive attitude?                                        | 1 2 3 <u>4</u> 5                                             | Yes, very friendly and helpful                                 |
| Was the particular merchandise you were seeking available during this visit?       | 1 2 3 <u>4</u> 5                                             | Yes                                                            |
| Was the transaction accurate?                                                      | 1 2 3 <u>4</u> 5                                             | Yes                                                            |

| Customer Service Question                                                                                         | Likert Scale Rating (1 = Poor or Low, 5 = Excellent or High) | Comments – Fill In Roughly 50% Or More Boxes For Best Results  |
|-------------------------------------------------------------------------------------------------------------------|--------------------------------------------------------------|----------------------------------------------------------------|
| Was the product and/or service consistent with previous visits?                                                   | 1 2 3 (4) 5                                                  | Yes                                                            |
| Was there a final thank you?                                                                                      | 1 2 3 (4) 5                                                  | Yes                                                            |
| Did the employees seem concerned with customer satisfaction?                                                      | 1 2 3 (4) 5                                                  | Yes                                                            |
| Were you left with a desire to come back another time?                                                            | 1 (2) 3 4 5                                                  | No                                                             |
| Based on this visit, would you be closer to a “Loyalist/Apostle” (circle 5) or a “Defector/Terrorist” (circle 1)? | (1) 2 3 4 5                                                  |                                                                |
| Required:<br>Was the employee properly wearing a mask?                                                            | 1 2 3 (4) 5                                                  | Does not follow own store mask policy                          |
| Required:<br>Is the area clean and sanitized?                                                                     | 1 (2) 3 4 5                                                  | Bakery was very messy with dirty napkins all over the counter. |
| Required:<br>Is the bathroom clean?                                                                               | 1 (2) 3 4 5                                                  | Bathroom was somewhat messy and had an odor.                   |
| Required:<br>Does a business/employee enforce a mask rule if not worn by customers?                               | 1 (2) 3 4 5                                                  | No. Customers have choice of wearing or not wearing a mask.    |

Unusual observation (positive or negative) about the visit, if any:

I was finally able to talk to an employee at the bakery. From our interaction the bakery employee was very knowledgeable and was very willing to help.

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5250 NEWTOWN DR  
513-867-5900  
Your cashier was CHEC 521

2 @ 3/2.00  
BKRY BAGEL 1.34 F  
KROGER PLUS CUSTOMER \*\*\*\*\*9273  
TAX 0.00  
\*\*\*\* BALANCE 1.34

Debit Purchase  
\*\*\*\*\*3788 ~ C  
REF#: 553131 TOTAL: 1.34  
PURCHASE: 1.34 CASHBACK: 0.00  
AID: A0000000042203  
TC: 0F1AA31A6D45954B  
VERIFIED BY PIN

DEBIT 1.34  
CHANGE 0.00  
TOTAL NUMBER OF ITEMS SOLD = 2  
04/03/21 10:19am 439 521 43 999999521

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TELL US HOW WE ARE DOING!  
EARN 50 BONUS FUEL POINTS!  
Go to [www.krogerfeedback.com](http://www.krogerfeedback.com)

Date: 04/03/21  
Time: 10:18  
Entry ID: 014-233-43-439-521-564

No purchase necessary  
See website for official rules  
\*\*\*\*\*  
Remaining Mar Fuel Points: 159  
\*\*\*\*\*  
Fuel Points Earned Today: 1  
\*\*\*\*\*  
Total April Fuel Points: 31

Annual Card Savings \$38.44  
Now Hiring - Apply Today!

[jobs.kroger.com](http://jobs.kroger.com)

[www.kroger.com](http://www.kroger.com)

\*\*\* Check Cart \*\*\*