

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: 03/06/2021 Time of Visit: 07:36 am

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 4 5	No employee present at bakery Self served
Was the establishment, itself, welcoming and clean?	1 2 3 (4) 5	Very clean, and no interaction with the bakery employee
Were the employees dressed and groomed accordingly?	1 (2) 3 4 5	
Did the employees provide quick customer service?	1 (2) 3 4 5	No one Available at bakery
Were the employees knowledgeable about the organization and its products/services?	1 (2) 3 4 5	No one was available for question
Was the service personalized?	1 2 (3) 4 5	
Were the staff friendly and did they practice good manners?	1 (2) 3 4 5	Bakery staff not available
Did the staff suggest promotions for better deals?	1 2 3 (4) 5	Yes. 3 for 2\$
Did the employees have a positive attitude?	1 (2) 3 4 5	No bakery staff available
Was the particular merchandise you were seeking available during this visit?	1 2 3 (4) 5	Yes
Was the transaction accurate?	1 2 3 (4) 5	Yes

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Was the product and/or service consistent with previous visits?	1 2 3 <u>4</u> 5	Yes
Was there a final thank you?	1 <u>2</u> 3 4 5	No Bakery Staff
Did the employees seem concerned with customer satisfaction?	1 <u>2</u> 3 4 5	
Were you left with a desire to come back another time?	1 <u>2</u> 3 4 5	No, customer service is very lacking
Based on this visit, would you be closer to a "Loyalist/Apostle" (circle 5) or a "Defector/Terrorist" (circle 1)?	<u>1</u> 2 3 4 5	
Required: Was the employee properly wearing a mask?	1 <u>2</u> 3 4 5	Does not follow own store mask policy
Required: Is the area clean and sanitized?	1 2 3 <u>4</u> 5	Bakery was very clean
Required: Is the bathroom clean?	1 <u>2</u> 3 4 5	Bathroom was somewhat messy and had an odor.
Required: Does a business/employee enforce a mask rule if not worn by customers?	1 <u>2</u> 3 4 5	No. Customer have choice of wearing or not wearing a mask.

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

Customer Service is severely lacking in the bakery department.

