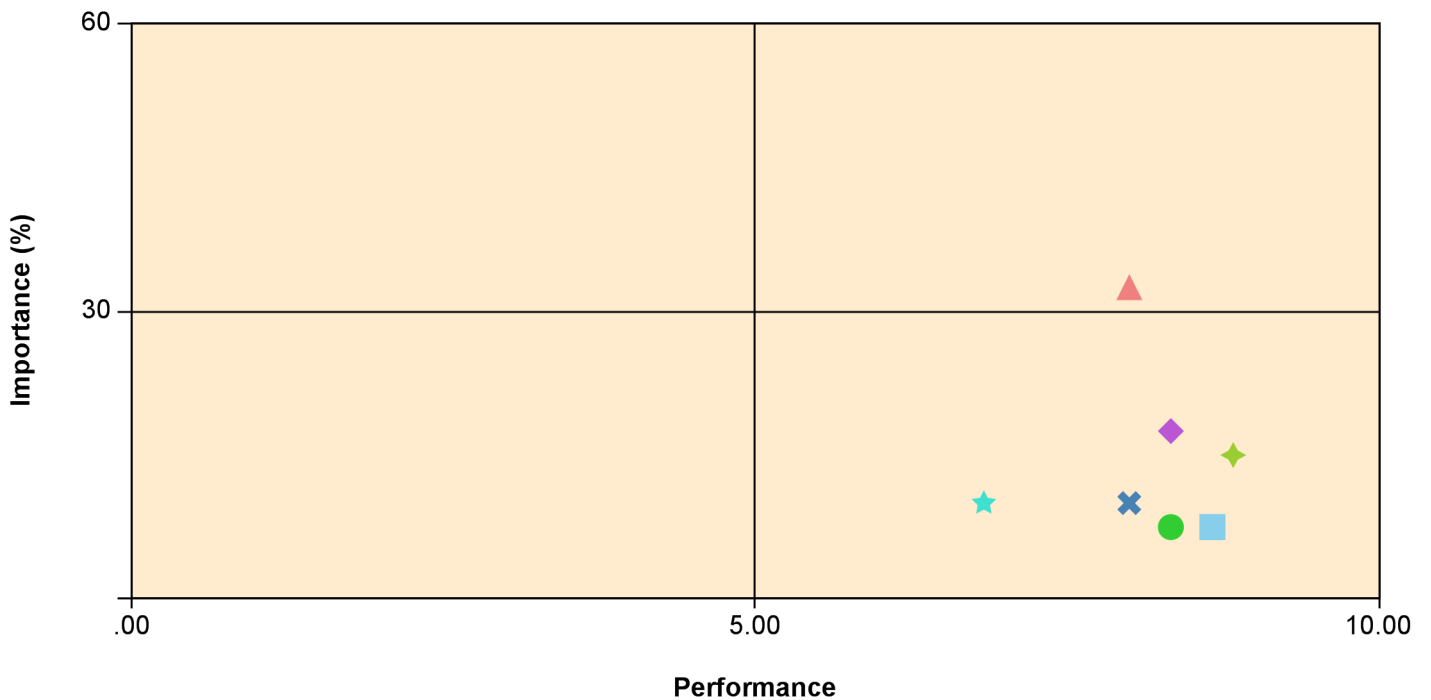


BACKGROUND	
Venue	All states,All Regions,Bendigo Retail
Number of Visits Contributing to this audit	2
Auditor's Market Segment	RETAIL GENERAL

Audit Performance Overview

PERFORMANCE	PERFORMANCE (OUT OF 10)	IMPORTANCE (PERCENTAGE)
Overall quality of access / signage / parking	8.67	7.5
Overall quality of first impression	8.33	7.5
Overall quality of presentation	8.33	17.5
Overall quality retail and souvenirs	8.00	32.5
Overall quality of departure	8.00	10.0
Overall quality of staff awareness and activity	8.83	15.0
Overall quality of regional knowledge	6.83	10.0

Audit Report Performance Matrix



■ Overall quality of access / signage / parking	× Overall quality of departure
● Overall quality of first impression	◆ Overall quality of staff awareness and activity
◆ Overall quality of presentation	★ Overall quality of regional knowledge
▲ Overall quality retail and souvenirs	

PERFORMANCE	SCORE(%)
Average for ACCESS / SIGNAGE / PARKING	90.0%
Average for FIRST IMPRESSIONS	87.5%
Average for PRESENTATION	92.9%
Average for STAFF AWARENESS AND ACTIVITY	78.6%
Average for RETAIL AND SOUVENIRS	87.5%
Average for REGIONAL KNOWLEDGE	50.0%
Average for DEPARTURE	83.3%
Average for SUMMARY	50.0%
Average for the whole audit	92.3%

ACCESS / SIGNAGE / PARKING	Auditor's Assessment
Was adequate directional signage in place	100.00%
Were the entrances clearly visible	100.00%
Were the roads / pathways well maintained	100.00%
Was the parking adequate for the volume and type of traffic use	50.00%
Were the opening hours clearly displayed on the outside of the premises	100.00%
Average for ACCESS / SIGNAGE / PARKING	90.00%
FIRST IMPRESSIONS	Auditor's Assessment
Was the external appearance appealing	50.00%
Was the premises appropriate to its surroundings	100.00%
Was the entrance clean / tidy	100.00%
Were you acknowledged within an appropriate timeframe of entering the premises	100.00%
Average for FIRST IMPRESSIONS	87.50%
PRESENTATION	Auditor's Assessment
Was there sufficient directional signage	100.00%
Were "No Access" areas clearly signed	100.00%
Were all signs professionally written	100.00%
Were all areas clean	100.00%
Were all areas well presented / inviting	100.00%
Was the facility well lit / appropriately lit	100.00%
Was the premises pram and wheelchair friendly	50.00%
Average for PRESENTATION	92.86%
STAFF AWARENESS AND ACTIVITY	Auditor's Assessment
Were the staff wearing identification	50.00%
Were all the staff suitably presented and groomed	100.00%
Were staff easily distinguished from the customers	50.00%
Was customer service given highest priority	100.00%
Were you approached within 0-3 minutes	50.00%
Were you asked a question leading into conversation	100.00%
Was the staff member polite and friendly	100.00%
Average for STAFF AWARENESS AND ACTIVITY	78.57%
RETAIL AND SOUVENIRS	Auditor's Assessment
Were the products neatly presented	100.00%
Was the range of products adequate	100.00%
Were the shelves well stocked	100.00%
Were all price points professionally written	50.00%
Was your purchase processed efficiently	100.00%
Were you happy with the packaging of your purchase	100.00%
Did the salesperson thank you on completion of the sale	100.00%
Were you issued with a tax receipt	50.00%
Average for RETAIL AND SOUVENIRS	87.50%

REGIONAL KNOWLEDGE	Auditor's Assessment
When questioned, did the staff display a good knowledge of local product / points of interest	50.00%
Did the staff actively promote the region to you	50.00%
Average for REGIONAL KNOWLEDGE	50.00%
DEPARTURE	Auditor's Assessment
Was anything said or done to encourage your return	50.00%
Were you offered a pleasant parting comment	100.00%
Was the exit clearly signed	100.00%
Average for DEPARTURE	83.33%
SUMMARY	Auditor's Assessment
Were your expectations met	50.00%
Would you recommend this to others	50.00%
Would you come back again	50.00%
Average for SUMMARY	50.00%
Total Score for the Audit	Auditor's Assessment
Average for the whole audit	92.27%

Some final Comments

Negative comments about this visit(s)

Positive comments about this visit(s)

How can the experience be improved