

**Order of Events**

1. Selection of the participating companies
2. Assessment of the company through the customer view (anonymously) through test visitors.
3. Oral Interview with the company (self-portrait) with a recording on the scales.
4. When possible: Interview with the company's staff with recording on the scales  
In this case there are the following alterations:
  - The questions 7.1., 7.2. and 7.3.: *Do you know...?*
  - The questions 8.4., 8.5. and 8.6. delete without substitute,
  - The question 8.7.: How important is competence/qualification for you?.
5. Assessment Possibilities
  - Local
    - Vertical for every section
    - Vertical total
    - Comparison auto image & outside image
  - Central
    - Horizontal for every item
    - Horizontal for every section
    - Horizontal total

strengths and weaknesses

*General Statement*

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**General Statement**

Location

Company

Observation Date

Interview Date

**1. Urban Location Situation**

OBSERVATION FROM THE CUSTOMER

**Test Visit to the Selected Business**

1.1 What is the general impression of the business location?

good	middle	still acceptable	bad
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1.2 What effect does the shop have on this business location?

outstanding	above average	average	below average
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1.3 What is the accessibility to the business situation (pedestrians, public transport, automobiles)?

excellent	good	acceptable	bad
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1.4 What is the architectural condition of the building?

good	middle	acceptabe	bad
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**2 Business Locality**

2.1 How are offers recognised from the outside?

good	middle	acceptable	bad
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2.2 How does the shop advertise outside of its own business (incl. company name)?

very noticable	noticable	not	no company name
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2.3 How do outward advertising presentation and offers fit together?

optimal	good	still acceptable	bad
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2.4 How do you enter the shop? (steps, doors)

good	middle	still acceptable	bad
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2.5 How are the display windows arranged?

good	middle	still acceptable	bad
------	--------	------------------	-----

2.6 What is the lighting situation like?

good	middle	still acceptable	bad
------	--------	------------------	-----

2.7 How clearly is the business structured and equipped?

very good	good	still acceptable	bad
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2.8 What is the total impression like?

bright, freindly	average	not	gloomy, unpleasant
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2.9 What does the offer look like?

very stimulating	average	not noticable	incomplete, without incentive
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## OBSERVATION FROM THE CUSTOMER

**3 Customer Frequency**

- 3.1 What is the customer flow within the shopping location like?
- |        |         |      |            |
|--------|---------|------|------------|
| strong | average | weak | not at all |
|--------|---------|------|------------|
- 3.2 How strong is the customer interest in this shopping location towards this shop's displays?
- |        |         |      |            |
|--------|---------|------|------------|
| strong | average | weak | not at all |
|--------|---------|------|------------|
- 3.3 How strongly is the shop frequented?
- |        |         |      |            |
|--------|---------|------|------------|
| strong | average | weak | not at all |
|--------|---------|------|------------|

**4 Service and Consultation**

- 4.1 How are the customers greeted?
- |                     |          |       |            |
|---------------------|----------|-------|------------|
| friendly, attentive | friendly | short | not at all |
|---------------------|----------|-------|------------|
- 4.2 How is the customer's interest aroused?
- |                   |        |             |            |
|-------------------|--------|-------------|------------|
| verbal and visual | verbal | only visual | not at all |
|-------------------|--------|-------------|------------|
- 4.3 How does the sales dialogue arise?
- |                        |               |        |            |
|------------------------|---------------|--------|------------|
| inquiring, inquisitive | recommendable | urgent | ultimative |
|------------------------|---------------|--------|------------|
- 4.4 What is the consultation like?
- |           |      |              |            |
|-----------|------|--------------|------------|
| very good | good | satisfactory | not at all |
|-----------|------|--------------|------------|
- 4.5 How is the customer informed about the products?
- |                           |             |                  |            |
|---------------------------|-------------|------------------|------------|
| comprehensive appropriate | as overview | a lot, confusing | not at all |
|---------------------------|-------------|------------------|------------|
- 4.6 How is the decision to buy enforced?
- |                          |                       |           |            |
|--------------------------|-----------------------|-----------|------------|
| salesperson's initiative | customer's initiative | undecided | not at all |
|--------------------------|-----------------------|-----------|------------|
- 4.7 How are additional offers (products, services) proposed?
- |                   |                  |                  |            |
|-------------------|------------------|------------------|------------|
| Salesperson Offer | Customer Inquiry | Customer urgency | not at all |
|-------------------|------------------|------------------|------------|
- 4.8 How is the customer informed about the different payment possibilities?
- |                       |                |                        |                                  |
|-----------------------|----------------|------------------------|----------------------------------|
| actively, by offering | at the closing | through direct enquiry | urgently, <u>one</u> way offered |
|-----------------------|----------------|------------------------|----------------------------------|
- 4.9 How does the customer find the total order of events regarding the purchase?
- |          |                   |                |            |
|----------|-------------------|----------------|------------|
| pleasant | as to be expected | like any other | unpleasant |
|----------|-------------------|----------------|------------|

**1. Urban Location Situation**

COMPANY INTERVIEW

- |   |      |        |                  |     |
|---|------|--------|------------------|-----|
| 1.1 What is your total assessment of the business location? | good | middle | still acceptable | bad |
|---|------|--------|------------------|-----|
- |  |             |       |         |               |
|--|-------------|-------|---------|---------------|
| 1.2 How do you position your shop within this business location? | outstanding | above | average | below average |
|--|-------------|-------|---------|---------------|
- |   |           |      |       |     |
|---|-----------|------|-------|-----|
| 1.3 What is the shop's accessibility like (pedestrians, public transport, private transport)? | excellent | good | still | bad |
|---|-----------|------|-------|-----|
- |  |           |      |       |     |
|--|-----------|------|-------|-----|
| 1.4 What are the parking possibilities like? | excellent | good | still | bad |
|--|-----------|------|-------|-----|
- |   |      |        |                  |     |
|---|------|--------|------------------|-----|
| 1.5 What is the condition of the building like? | good | middle | still acceptable | bad |
|---|------|--------|------------------|-----|
- |  |             |      |                  |                |
|--|-------------|------|------------------|----------------|
| 1.6 How would you assess the general development of the inner city in the last 10 years? | outstanding | good | still acceptable | unsatisfactory |
|--|-------------|------|------------------|----------------|
- |   |      |        |       |     |
|---|------|--------|-------|-----|
| 1.7 How would you assess the position of your business (within the city)? | good | middle | still | bad |
|---|------|--------|-------|-----|

**2 Shop Locality**

- |   |             |       |         |               |
|---|-------------|-------|---------|---------------|
| 2.1 How would you assess the general shop locality? | outstanding | above | average | below average |
|---|-------------|-------|---------|---------------|
- |   |                |           |     |                 |
|---|----------------|-----------|-----|-----------------|
| 2.2 What is the adverting presentation at this position like? | very noticable | noticable | not | no company name |
|---|----------------|-----------|-----|-----------------|
- |                                |      |        |            |     |
|--------------------------------|------|--------|------------|-----|
| 2.3 How is your shop designed? | good | middle | acceptable | bad |
|--------------------------------|------|--------|------------|-----|
- |                                |      |        |            |     |
|--------------------------------|------|--------|------------|-----|
| 2.4 How is your shop equipped? | good | middle | acceptable | bad |
|--------------------------------|------|--------|------------|-----|
- |  |             |       |         |               |
|--|-------------|-------|---------|---------------|
| 2.5 How would you assess the purchasing atmosphere in your shop? | outstanding | above | average | below average |
|--|-------------|-------|---------|---------------|
- |   |           |      |            |     |
|---|-----------|------|------------|-----|
| 2.6 How clearly is your shop structured and correspondingly equipped? | very good | good | acceptable | bad |
|---|-----------|------|------------|-----|

**3 Customer Frequency**

3.1 What is the customer flow within the shopping location like?

strong	average	weak	not at all
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3.2 How strong is the customer interest within the shopping location towards the shop displays?

strong	average	weak	not at all
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3.3 How strongly is your shop frequented?

strong	average	weak	not at all
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**4 Service and Consultation**

4.1 How do you greet the customers?

friendly, attentive	friendly	short	not at all
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4.2 How do you arouse the customer's interest?

verbal and visual	verbal	visual only	not at all
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4.3 How do you initiate a sales dialogue?

listening with enquiry	recommendable	wait and see	not at all
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4.4 What is the consultation in your shop like?

very good	good	when enquired	rarely, seldom
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4.5 How is the customer informed about the products?

comprehensive, appropriate	as overview	when enquired	hardly
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4.6 How is the purchasing decision enforced?

Salesperson Initiative	Customer Initiative	hesitantly	not at all
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4.7 How do you propose additional offers (products, service)?

definitely	in particular cases	hardly	on customer enquiry
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## 5 After Sales

5.1 How important is customer care, after the sale, to you?

extraordinary	important	minor	unimportant
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5.2 How well do you know your customers by name and last purchases?

with EDP-system	with	a little	almost not at all
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5.3 How good is your after-sales customer care?

regular customer file	advertising	through complaints	not at all
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5.4 How do you use customer commitment instruments (customer card, mailing, discounts)?

systematically with feedback	regularly	sporatically	not at all
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## 6 Location Cooperation

6.1 How do you work together with other tertiary services?

Very good	Good	Sporatically	Not at all
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6.2 How do you commonly acquire customers?

Systematically following	In campaigns	Only in an isolated	Not at all
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6.3 How do you organise common campaigns and events?

In a set structure	To arrangement	When initiative is taken	Not at all
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6.4 How do you work together with the community administration?

Good and regular	Good when problems arise	Hardly at all	Not at all
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6.5 How important is the cooperation with the community to your business?

Very important	Important for problems	Important only for associations	unimportant
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6.6 How important is the cooperation with others, in order to provide good service, for you?

Absolutely necessary	Beneficial for service	Important for campaigns	unimportant
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## 7 Economical Situation

7.1	What is your turnover situation like?	Good	Satisfactory	Sufficient	Catastrophic
7.2	What is your returns situation like?	Good	Satisfactory	Sufficient	Catastrophic
7.3	What is your business perspective like?	Clearly positive	Generally safe	Unclear	hopeless

## 8 Qualifications

8.1	What is your own commercial qualification like?	good	satisfactory	sufficient	insufficient
8.2	What is your own sales and product knowledge like?	good	satisfactory	sufficient	insufficient
8.3	What is your own qualification regarding customer relations?	good	satisfactory	sufficient	insufficient
8.4	What is the sales and product knowledge of your staff like?	good	satisfactory	sufficient	insufficient
8.5	What are the customer-product qualifications of the staff like?	good	satisfactory	sufficient	insufficient
8.6	What are the staff's qualifications regarding customer relations like?	good	satisfactory	sufficient	insufficient
8.7	How important is the competence/qualification of your staff to you?	inalienable	important	as far as payable	rather minorly
8.8	How is service learnable?	through knowledge and training	little, due to initiative	not necessary, due to prerequisites	not at all

9 Assessment Summary

9.1 What is the customer orientation in your business like?

Excellent	Good	Satisfactory	Unsatisfactory
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9.2 What is the service competence in your business like?

Excellent	Good	Satisfactory	Unsatisfactory
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9.3 How important is the service in your business to you?

Most important	Important	Complementary	Insignificant
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9.4 How strong, in your opinion, are the chances for a European-wide system "Learning from Neighbours"?

Outstanding	Good	Selective	Impossible
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**10.** Please name the qualification offers that you feel are important for you and your business.

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**11.** Please name, in your view, your very best service offer.  
(Only one nomination is possible)

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**12.** What is, for you, the decisive common aspect that your business and your direct service colleagues in your town have? (Only one nomination possible)

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**13.** What is the decisive difference between your business and your direct service colleagues within your town ? (Only one nomination possible)

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**Thank you for your cooperation!**