


Location Information	
Name	XXXXXX
Address	XXXXXX
City	XXXXXX
State	XX
Zip	XXXXXX
Phone Number	(XXX) XXX-XXXX
Evaluation ID	8XXXXX
Evaluation Date	XX/XX/XXXX

Section Scores	
Facility	X/12
Product Presentation	X/15
Staff Section I (Eastern National Employee)	X/12
Check Out	X/12
Suggestive Selling	X/6
Staff Section II [Ranger/VIP (Volunteer in Park)]	N/A
Satisfaction Summary	N/A
Overall	X/57

Eastern National	Shop date ____/____/____ mo day yr	 SECRET SHOPPER® ACTIONABLE INTELLIGENCE DELIVERED
	Arrival ____:____ am/pm Depart ____:____ am/pm Customer Traffic: <input type="radio"/> Light <input type="radio"/> Moderate <input type="radio"/> Heavy Number of visitors ____	

Facility	
3	The area around the register and behind the counter were clean and organized <input type="radio"/> Yes <input type="radio"/> No If no, please explain (otherwise enter N/A).
3	Were there any boxes of merchandise obstructing customer access? <input type="radio"/> Yes <input type="radio"/> No If yes, please explain (otherwise enter N/A) If yes, please attach a photo (jpg or png format preferred)
3	Were there any handwritten signs or unsightly taped signs in the store? <input type="radio"/> Yes <input type="radio"/> No If yes, please explain (otherwise enter N/A) If yes, please attach a photo (jpg or png format preferred)
3	The TV/monitor, <i>if present</i> , was playing a movie (N/A if no monitor was present)

	O Yes O No O N/A
NS	Overall impression of store cleanliness and product displays
	Check one <input type="radio"/> 1 (Very disappointed) <input type="radio"/> 2 (Disappointed) <input type="radio"/> 3 (Met expectations) <input type="radio"/> 4 (Above average) <input type="radio"/> 5 (Exceptional)
Product Presentation	
3	All merchandise was priced
	O Yes O No If no, please explain (Otherwise enter N/A)
3	Shelves appeared well stocked
	O Yes O No If no, please explain (Otherwise enter N/A)
3	Display fixtures were free from damage.
	O Yes O No If no, please explain (Otherwise enter N/A)
3	Informational text was included on products, packaging, or in displays to explain the relevance of the products
	O Yes O No If no, please explain (Otherwise enter N/A)
3	Was the merchandise display in neat and understandable presentations?
	O Yes O No If no, check all that apply: <input type="radio"/> Disorganized <input type="radio"/> Cluttered <input type="radio"/> Dirty If you checked disorganized, cluttered, or dirty please explain. (Otherwise enter N/A)
NS	Overall appearance was organized and easy to shop?
	Check one <input type="radio"/> 1 (Very disappointed) <input type="radio"/> 2 (Disappointed) <input type="radio"/> 3 (Met expectations) <input type="radio"/> 4 (Above average) <input type="radio"/> 5 (Exceptional)
Staff Section I (Eastern National Employee) Note: Employee wears and Eastern Nation Polo and Nametag <input type="checkbox"/> Mark N/A and skip this section if the associate was a Ranger/ VIP volunteer. (Proceed to complete Staff Section II below) <i>Associate name or description</i>	
3	Associate was attentive to you and acknowledged you appropriately for the volume of business

	O Yes O No Reason(s) why you answered no for the previous question. <input type="checkbox"/> Talking with other co-workers <input type="checkbox"/> Talking with other customers <input type="checkbox"/> Seemed Distracted <input type="checkbox"/> Using cell phone
NS	If the associate was not attentive to you or did not acknowledge you appropriately for the volume of business for another reason please state. (Otherwise enter N/A)
3	If the associate is behind the counter are they engaged in work? O Yes O No O N/A Reason(s) why you answered no for the previous question. <input type="checkbox"/> Eating <input type="checkbox"/> Using cell phone <input type="checkbox"/> Having a personal conversation on their phone or with co-workers/customers
3	Associate was professionally dressed in appropriate attire, wearing a nametag or lanyard, and neat in appearance O Yes O No If No, check all that apply <input type="checkbox"/> Clothing seemed wrinkled <input type="checkbox"/> Clothing seemed dirty/stained <input type="checkbox"/> No nametag <input type="checkbox"/> Clothing torn, had holes <input type="checkbox"/> Associate appeared disheveled, unkempt
3	Associate was able to answer questions about product(s) O Yes O No
Check Out	
<i>Associate name or description</i>	
3	Associate was attentive to you during your transaction O Yes O No
3	Associate sincerely thanked you or invited you to return O Yes O No
3	You received a receipt for your purchase O Yes O No
3	You were charged for all the items you purchased O Yes O No
Suggestive Selling	
3	Associate attempted to offer you additional items or explain a current promotion (can include Passport Program) O Yes O No
3	Associate explained the Passport To Your National Parks program (N/A if you visited Palo Colorado, El Portal, La Torre, La Coca or Fort Macon) O Yes O No O N/A
Staff Section II [Ranger/VIP (Volunteer in Park)]	
Rangers wear a uniform. VIPs wear a uniform or polo, but it would have an Arrowhead patch that says Volunteer on it.	

☐ Mark N/A and skip this section if the associate was an Eastern National Employee. Fill out Staff Section I above.

Ranger/VIP name or description

NS	Ranger/VIP was attentive to you and acknowledged you appropriately for the volume of business <input type="radio"/> Yes <input type="radio"/> No Reason(s) why you answered no for the previous question. <input type="checkbox"/> Talking with other co-workers <input type="checkbox"/> Talking with other customers <input type="checkbox"/> Seemed Distracted <input type="checkbox"/> Using cell phone If the Ranger/VIP was not attentive to you or did not acknowledge you appropriately for the volume of business for another reason please state. (Otherwise enter N/A)
NS	If the Ranger/VIP is behind the counter are they engaged in work? <input type="radio"/> Yes <input type="radio"/> No <input type="radio"/> N/A Reason(s) why you answered no for the previous question. <input type="checkbox"/> Eating <input type="checkbox"/> Using cell phone <input type="checkbox"/> Having a personal conversation on their phone or with co-workers/customers
NS	Ranger/VIP was professionally dressed in appropriate attire, wearing a nametag or lanyard, and neat in appearance <input type="radio"/> Yes <input type="radio"/> No If No, check all that apply <input type="checkbox"/> Clothing seemed wrinkled <input type="checkbox"/> Clothing seemed dirty/stained <input type="checkbox"/> No nametag <input type="checkbox"/> Clothing torn, had holes <input type="checkbox"/> Ranger/VIP appeared disheveled, unkempt
NS	Ranger/VIP attempted to offer you additional items or explain a current promotion (can include Passport Program) <input type="radio"/> Yes <input type="radio"/> No
NS	Ranger/VIP explained the Passport To Your National Parks program (N/A if you visited Palo Colorado, El Portal, La Torre, La Coca or Fort Macon) <input type="radio"/> Yes <input type="radio"/> No <input type="radio"/> N/A
NS	Ranger/VIP was able to answer questions about product(s) <input type="radio"/> Yes <input type="radio"/> No
NS	How satisfied with their explanation were you? Check one <input type="radio"/> 1 (Very disappointed) <input type="radio"/> 2 (Disappointed) <input type="radio"/> 3 (Met expectations) <input type="radio"/> 4 (Above average) <input type="radio"/> 5 (Exceptional)
Satisfaction Summary	
NS	What was the most pleasing part of your visit?

NS	What was the most disappointing part of your visit? (Do not comment about store size, the need for additional associates in the store, or mention the low assortment of snacks or drinks available for purchase.)
NS	Any suggestions to improve the shopping experience? (Do not comment about store size, the need for additional associates in the store, or suggest an increased variety in snacks or drinks.)
NS	What was your overall experience with the store associate?