

GREAT HARVEST CUSTOMER EVALUATION

Date _____ Approximate time you were in the store _____

*Please remember—In many cases you will have more than one answer for a question.
So, feel free to check as many answers as you feel are appropriate to get your thoughts across.*

APPEARANCE & ATMOSPHERE

Outside the store

- ◆ **The area in front of the store (parking lot, sidewalk, entry way) is:**

____ Very clean ____ Clean ____ OK ____ Dirty ____ Very dirty

Comments: _____

- ◆ **The overall appearance of the outside of the store is:**

____ Very Attractive ____ Inviting ____ Worn and tired ____ Junky ____ Boring

Comments: _____

- ◆ **Looking at the signage in the windows from outside the store:**

____ There are too many ____ Information is useful or informative ____ Hard to read

____ They are unattractive ____ Information is not useful or informative ____ Well done

Comments: _____

- ◆ **What could we do to make the outside of the store more appealing?**

Inside the store

- ◆ **The customer area is:**

____ Very clean ____ Clean ____ OK ____ Dirty ____ Very dirty

Comments: (specific things that needed cleaning?) _____

- ◆ **The overall appearance of the inside of the store is:**

____ Very Attractive ____ Inviting ____ Worn and tired ____ Junky ____ Boring

____ Dark ____ Warm ____ Colorful

Comments: _____

◆ **What is your overall feeling while standing in the customer area?**

Comfortable Crowded Very organized Unorganized Warm

Comments: _____

◆ **Are all the products signed so that you know what they are and what the prices are?**

Yes No If no, can you mention some specific things that were missing?

◆ **Is everything in a logical order, easy to find and to reach?**

Yes No If no, can you mention anything specific to describe what was wrong?

◆ **Standing in the customer area, you can see a lot of the production area. It appears:**

Very Clean Clean OK Dirty Very Dirty

Cluttered Disorganized Organized

Comments: _____

◆ **Is there music playing without talking or commercials?**

Yes No **Was it?** Too Loud Too soft Good

Comments: _____

◆ **What was the first thing you noticed when walking into the store (good or bad)?**

◆ **Is this the kind of place where you would be comfortable just hanging out?**

Yes No Why or why not? _____

◆ **What could we do to make the inside of the store more appealing to you?**

SERVICE

◆ **How long did it take for someone to acknowledge that you had entered the store?**

Three seconds or less About 10 seconds About 30 seconds
 About a minute More than a minute Other _____

Comments: _____

◆ **Were you offered a free, 1" slice of bread from the breadboard?**

Yes No Comments: _____

◆ **When you told the counter person that you had never been to Great Harvest, did they:**

Give you a copy of the bread schedule and explain it? Yes No
Explain that we freshly grind our flour in the store? Yes No
Tell you we make all or baked goods from scratch? Yes No
Explain when the breads come out of the oven each day? Yes No

Comments: _____

◆ **When you asked questions about the specialty loaf you were buying, was the person:**

Knowledgeable Helpful Clueless Annoyed

Comments: _____

◆ **When you made your purchase, was the person:**

Fast and Efficient in helping you? Yes No
Competent on the Register? Yes No
Pleasant and attentive? Yes No

◆ **Did the person explain a program that allows you to get your 13th loaf free?**

Yes No

◆ **Did the person explain how to care for the bread? For example where to store it when you get home or, if it was a hot loaf, that it should not go into plastic until it is cool?**

Yes No Comments: _____

◆ **Was the person clean and neat in their appearance?**

Yes No Comments: _____

◆ **If you bought a product that had not been packaged yet, was this person clean and conscientious about handling your food.**

Yes No Comments: _____

◆ Overall service experience for this transaction:

____ Excellent ____ Better than most places ____ OK

____ Poor ____ disappointing

Comments: _____

BREAD

◆ Variety offered in the store:

____ Too little to choose from ____ Too much to choose from ____ Just Right

Comments: _____

◆ Presentation of the bread:

____ Easy to see what was offered ____ Confusing. Not sure what was available

____ Attractive ____ Unattractive

Comments: _____

Please comment on the two loaves you took home

Loaf of Honey Wheat

◆ Appearance of the bread:

____ Nice shape ____ Beautiful design on top ____ Packaged well

____ Unattractive ____ Too flat ____ Too tall

Comments: _____

◆ Tasting it the first day:

____ Fresh ____ Moist ____ Dry ____ Soggy ____ Crumbly

____ Bitter ____ Bland ____ Sour ____ Moldy ____ Wonderful

Comments: _____

◆ Tasting on the third day after purchase:

____ Fresh ____ Moist ____ Dry ____ Soggy ____ Crumbly ____ Sweet

____ Bitter ____ Bland ____ Sour ____ Moldy ____ Wonderful

Comments: _____

◆ Overall, what did you think of this bread after the third day:

____ All gone ____ Wanted more ____ Tired of it ____ Didn't think it was very good

Comments: _____

◆ **Where did you store your Honey Whole Wheat?**

____ On the counter ____ In the refrigerator ____ Other _____

◆ **Would you recommend this bread to a friend? Why or Why not?**

◆ **How would you rank this bread compared to a similar bread you've bought elsewhere?**

____ Better ____ Same ____ Not as good ____ Never had anything like it before.

Comments: Include what kind of bread you are comparing it to and where you buy it

◆ **Do you feel our Honey Whole Wheat is a good value for your money?**

____ Yes ____ No Why or why not? _____

Second Loaf

◆ **Loaf you chose:** _____

◆ **Appearance of the bread:**

____ Nice Shape ____ Beautiful design or topping ____ Packaged well
____ Unattractive ____ Too flat ____ Too tall

Comments: _____

◆ **Tasting it the first day:**

____ Fresh ____ Moist ____ Dry ____ Soggy ____ Crumbly
____ Bitter ____ Bland ____ Sour ____ Moldy ____ Wonderful

Comments: _____

◆ **Tasting on the third day after purchase:**

____ Fresh ____ Moist ____ Dry ____ Soggy ____ Crumbly ____ Sweet
____ Bitter ____ Bland ____ Sour ____ Moldy ____ Wonderful

Comments: _____

◆ **Overall, what did you think of this bread after the third day:**

____ All gone ____ Wanted more ____ Tired of it ____ Didn't think it was very good

Comments: _____

◆ **Where did you store this loaf?**

On the counter In the refrigerator Other _____

◆ **Would you recommend this bread to a friend? Why or Why not?**

◆ **How would you rank this bread compared to a similar bread you've bought elsewhere?**

Better Same Not as good Never had anything like it before

Comments: Include what kind of bread you are comparing it to and where you buy it.

◆ **Do you feel this bread is a good value for your money?**

Yes No Why or why not? _____

LOCATION

◆ **Was the store easy to find?**

Yes No Comments: _____

◆ **Is the store in an area that you find convenient and appealing for shopping?**

Yes No Comments: _____

PEOPLE

◆ **Overall, the appearance of the staff was:**

Clean and neat Sloppy Dirty Offensive

Comments: _____

◆ **Did the person or people who helped you appear to enjoy their job?**

Yes No

Comments: _____

◆ **Looking at everyone you could see working, did they appear to be enjoying their jobs?**

Yes No

Comments: _____

◆ **What is your overall impression of your experience at Great Harvest?**

____ Excellent ____ Good ____ Okay ____ Disappointing

Comments: _____

◆ **Besides the bread, did you purchase any other products that you'd like to comment on:**

◆ **Was there something you expected to find in our store that you didn't find?**

◆ **What two things impressed you the most about the store?**

◆ **What are the two things this store really needs to improve on?**

