



TESCO EXPRESS MYSTERY SHOPPING BRIEFING NOTES

TEX129 – September 2012

Introduction

TNS Mystery Shopping has been commissioned by Tesco to carry out a mystery shopping programme for its Tesco Express stores.

IMPORTANT

Please be very careful when carrying out your visit and completing your questionnaire as the bonuses given to store staff depend on the mystery shopping results. If you are answering a question NO it is vital that you are certain that this is correct

It is critical to fill in accurately all the details from the receipt!

Visit Date and Time

You must conduct the visit as specified in your link.

Scenario

- Before entering the store, check the outside of the store, including the forecourt if there is one.
- Once you have done this, enter the store. You will also need to look at certain areas of the store and check for the products on your shopping list.
- You will also have to assess the cleanliness of the store so please pay attention to detail.
- Browse around the store and select items to the value of between £3 and £20. **You must buy a bulky item such as a loaf of bread or a box of cereal** as well as several smaller items to ensure that you need a bag.
- When you have seen everything that you need to in the store and selected your shopping, go to the **checkout** [not a self service till] to pay for your goods. Your minimum spend must be £3.00
- You should aim to be in or around the store for no more than 15 minutes in total.

Questionnaire

- We have supplied a '**shopping list**' for you to use as you go around the store. Try to make this look like a shopping list by folding it. The following guidelines are to help you with completing your questionnaire so please read them carefully before you start your visit.
- **It is of vital importance that you will fill in accurately all the details from the receipt including the date, transaction time, store number, operator number, code and transaction number. Please refer to the 'Receipt Information' page of the link for further details. You will also be asked to enter the time of entry and time of exit. Without these your visit will be invalid.**

The Aisles Are Clear

- **Q1 & Q2** You will need to assess both the **inside** and **outside** of the store for cleanliness and tidiness. In particular please look for litter and any noticeable dirty patches. If you code no to either of these questions please make sure that you explain why, giving as much detail as possible i.e. do not just tell us that the store was dirty, tell us what was dirty and where. **You must specify what litter you spotted.**
- If cleaning is in progress, please do not code the above questions 'No'
- When you are looking at the outside of the store please include the petrol forecourt if there is one. Otherwise please only assess the area immediately outside the store [i.e. around the entrance & cashpoint if applicable].

- **Q3 THIS QUESTION HAS BEEN AMENDED DUE TO THE ROLLOUT OF 'SLIMLINE' CAGES**
- **Q3** Tesco Express will be introducing new **Slimline cages** across their stores to replace their old Normal cages. As a result, Q3 has been split into 4 parts [Q3a, Q3b, Q3c & Q3d].
- Before conducting your visit please look carefully at the difference between **Normal cages, Slimline cages & Filling trolleys** [see pictures below].
- You must only count items that are **unmanned**. If any are unmanned, you **must** specify where you spotted them.

IMPORTANT

Q3a & Q3b ask for the quantity of unmanned boxes and normal cages per store i.e. how many you saw in total within the entire store

Q3c & Q3d ask for the maximum number of unmanned slimline cages and filling trolleys per aisle i.e. what was the highest number of unmanned slimline cages or filling trolleys you saw down any one aisle NOT within the entire store

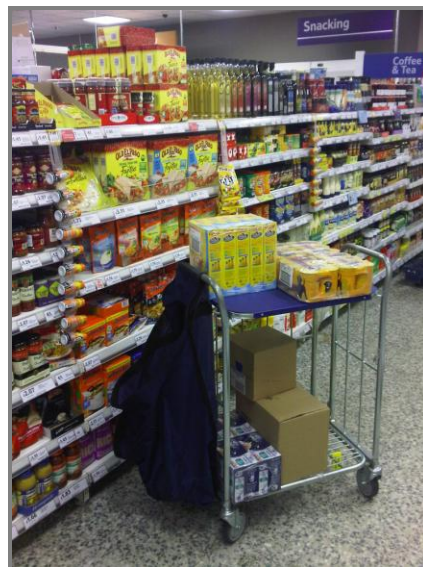
E.g. if you saw 3 slimline cages down a single aisle and a member of staff working on one of them your answer to **Q3c** would be 2 [this was the highest number of unmanned 'Slimline' cages down any one aisle]



Q3b Normal cage



Q3c Slimline cage



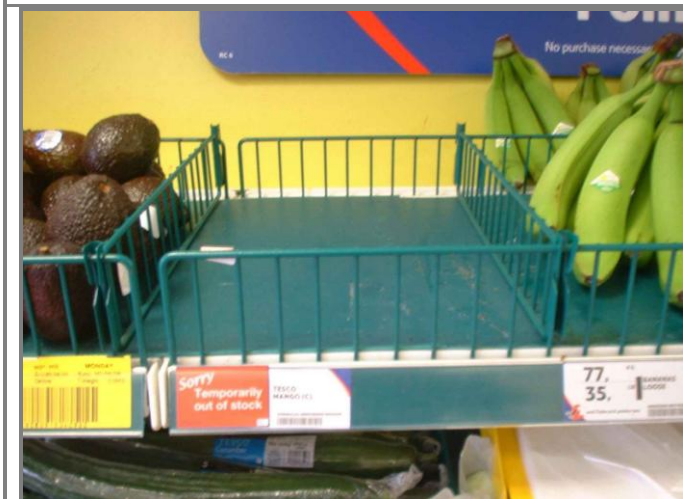
Q3d Filling trolley

- Some of the new Tesco Express stores will have to take deliveries through their main entrance. If a delivery is being taken at the time of your visit please do not mark the store down on this question.
- **Q5, Q6 & Q7** You must assess whether certain produce looked good enough to buy. Please refer to the questionnaire for further guidelines on these questions. It is important that you explain, in as much detail as possible, if you code No at any of these questions e.g. do not just tell us that bananas were not good enough to buy, tell us that bananas were not good enough to buy because they were very black.
- Steak may be vacuum packed, in which case it may appear "brown". Please do not mark it down unless there is any other reason that steak is not good enough to buy. Please refer to the questionnaire for further instructions.
- Please note you must assess both pre-packed and in-store bakery items, if there is a bakery in the store.
- **Q8** You must assess whether the products listed in **Q8** are available. Use your shopping list to help you with this.
- **Q9** You will need to look at the number of gaps on the shelves in a certain area of the store. This area will rotate each month but could be either Bakery, Produce [Fruit & Veg] or Ready Meals section. Please look at the questionnaire to see which area you should be assessing.
- A **gap** relates to a product being totally sold out. There will be a price label on the shelf but no products left on the shelf. Each label without a product counts as one gap. Please look at all of the shelves within

the section. If you are assessing the Bakery this should include both pre-packed bakery items and the in-store bakery if there is one

- If you are assessing the ready meals section this should also include pizza/pasta etc in the chilled food cabinet as well as standard 'ready meals'.
- If you are assessing fruit and vegetables please include the products in the fridge [e.g. bags of lettuce] as well as in boxes and on shelves

A sold out product may have a red label saying "sorry temporarily out of stock" like this:



Or there may just be a gap on the shelf like this:



This photo shows 2 gaps in the in-store bakery:



I Don't Have To Queue

- **Q11 & Q12** When you go to the checkout, make sure that you notice how many people are waiting in front of you and how many tills are open / closed / out of order as you will need this information to answer **Q11 & Q12**.
- You will need to count all the people in front of you **waiting to be served** in your queue. Please do not count yourself or customers who are currently being served by cashiers
- If a checkout is closed but it is out of order an 'out of order' sign must be clearly displayed, the sign displayed should look similar to this:



- UNDER NO CIRCUMSTANCES MUST YOU USE THE SELF SERVICE TILLS.

- If the store has self **service check out facilities** you must join the standard queue. You can give an excuse such as 'I'm not comfortable using these machines'. If you are forced to use a self service till, ensure you get a receipt and send an email straight away to **contactus.mshop@tnsglobal.com** including 'Receipt Error – Tesco Express' and the job code in the title of your email.
- There will be two queues clearly marked out one for Self Service and one for main tills. Customers who are waiting in the Self Service queue should not be included in the queue length measurement as they are choosing to serve themselves.
- Self service check out stations should be treated as additional tills regardless of the queues.

The Staff Are Great

- **Q14 & 15** You will need to check whether all staff are wearing uniform and if not whether they are neat & presentable.
- Uniform will normally consist of garments that are 'Tesco' branded e.g. This could be a shirt or T-shirt. Those staff who are not in uniform should not be wearing un-ironed clothing, ripped jeans etc. Express staff will often be wearing a red/ blue fleece which is part of the uniform.
- **Q14** Not all stores have security guards, if you do not see one in the entrance please mark this question as No
- If you have coded No at **Q12**, please comment giving as much detail as possible e.g. One staff member was not wearing a uniform and had his un-ironed shirt hanging over his trousers.
- **Q16** You will need to make a note of the name of the staff member who served you.

IMPORTANT

It is absolutely critical to remember the cashier's name. Please make sure to check if a badge was worn and was clearly visible but be discreet.

If you can not read the name e.g. the badge was slightly obscured but they were definitely wearing a name badge please score as "Yes, but I could not read the name"

- **Q17** If there is **no name badge**, please provide a description of the member of staff including: gender, approx. age & height, hair colour and style.
- **Q18** You will need to look out for certain actions from the cashier. Please make sure you know what to look out for before you enter the store.
- UNDER NO CIRCUMSTANCES MUST YOU HAND IN A CLUBCARD WITHOUT BEING ASKED FOR IT.
- You must give the cashier the opportunity to ask for a Clubcard. You should be asked for a Clubcard at the beginning of the transaction.
- **Q19** Tesco have the Green Clubcard Point programme, which involves reusing the carrier bags. It is down to you if you want to take Tesco carrier bags you may have at home or not. Do not hand them in at the check out as you need to give the cashier a chance to ask if you have any carrier bags with you.
- **Q20** If the service was not friendly please explain why not giving as much detail as possible.

Wow

- If there was anything that really impressed you during your visit, please use this section to comment.

Comments

- Please use the comments section at the end of each section to explain your answers. Any extra information you can give may prove helpful to us when looking at the questionnaires and also to the client when they receive their reports. Please do not put staff names in the comment boxes. Please use more generic terms such as 'Cashier', 'Member of staff' etc. However, you **MUST** capture the cashier's name and the name of staff member who impressed you, if applicable to your visit.

Return of work

Receipt

- It is mandatory to upload an electronic copy of your receipt for your purchases to into your questionnaire in PDF format. Instructions on how to create a PDF file are included in your briefing notes
- If you have any difficulty in following the instructions within your link, please email **contactus.mshop@tnsglobal.com** immediately and you will be advised on how to proceed
- Receipts can be scanned or photographed using a digital camera or mobile phone camera and downloaded onto your PC
- **PLEASE RETAIN A COPY OF THE RECEIPT IN THE EVENT OF CLIENT QUERY**

Store Closure

- If the store is closed or you are unable to gain access for any reason please send an email to **contactus.mshop@tnsglobal.com** immediately after your visit with the Job Code and 'Closed Location - Tesco Express' in the title of your email.

Pay Rates

You may claim:

- £5.00 fee
- £3.00 for your shopping. **Please do not spend less than £3.00 or more than £20.00.** The reason for this is that Tesco want to keep the visits comparable to each other.