

INDEPENDENT



# Mystery Shopper:

## Dealer Results Report



Q4 2022

# Report Overview



This is your individual report for the Mystery Shopper Evaluation. Each retailer was evaluated in three phases: Pre-shop, Online and In-store. As a network, 1,207 retailers were evaluated — 682 online and in-store, and 525 online only. It is important to note that all Mystery Shoppers are actual consumers in the flooring journey and are looking for floors for their home.

## This report is divided into the three phases of the process:

1. **PRE-SHOP EVALUATION** — provides an overview of the shopper, types of floors considered, anticipated flooring budget, importance of attributes when considering retailers and their perceptions/expectations of the retailer prior to the online and in-store evaluation.
2. **ONLINE EVALUATION** — focused on perceptions/expectations of the retailer website through importance of website features, website functionality and content, and motivation to visit store after reviewing website.
3. **IN-STORE EVALUATION** — consisted of initial reactions when entering store (greeting, look and feel of environment), overall layout and ability to navigate, RSA interactions and their knowledge of products and brands, and overall satisfaction with in-store experience.

Throughout the report, the retailer score, which is listed in red, is compared to the overall score of the Shaw Flooring Network members. The score is on a scale of 1 – 7 with 1 being the lowest score and 7 the highest score. The score is designed to show areas that did well and areas where there are opportunities to enhance the consumer experience. The higher the score, the better the consumer experience. This report also includes graphs where applicable featuring aggregate data from all consumers that mystery shopped the network.

Use the Insights workbook as a tool to help you create your ideal customer experience by assessing your current customer experience and identifying ways to enhance and optimize it.

This report is one consumer's experience — a snapshot in time. Not every consumer experience is the same with your store. Some are great, some are not, but in every experience, there is opportunity to learn from what's happening throughout the journey.

If you have any questions about this report, contact SFN concierge at [asksfn@shawinc.com](mailto:asksfn@shawinc.com) or call the main Shaw line and choose option 9.

# Pre-Shop Evaluation

Retailer name: **PUCHER'S DECORATING CENTER (33132)**

Location: **50 PARK ST BEREA OH 44017-1506 US**

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## WHO'S YOUR SHOPPER?

How old are you? **33**

Which of the following categories contains your annual household income before taxes?  
**\$90,000 - \$99,999**

What is your marital status? **Married/living together**

Do you have children? **Yes**

Which, if any, of the following pets do you have in your home? **Dog**

What is your gender? **Female**

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## SHOPPER PERSONA

**DREAMER** — I'm excited about making a change in my home but feel overwhelmed thinking about how to make it happen. When I have a new home project, I spend a long time thinking about it before making a decision because I'm afraid of making a mistake. Shopping for flooring is intimidating because there are so many options, and I don't know where to start. I love looking for ideas that inspire me and want my finished project to say something about who I am, I just need help making it happen.

Which of the following types of flooring are you shopping for? **Hardwood and Laminate**

You said you anticipate buying flooring in the near future. Which of the following are reasons you might purchase new flooring? **Renovating current home and want to change the flooring (larger renovation), Want to make the home easier to clean and care for**

Which rooms or areas are you purchasing flooring for? **Living Room, Kitchen, Entryway, Entire Floor in a home**

How much do you anticipate spending as part of this flooring project? This includes materials and installation only. **\$5,000 - \$9,999**

Based on what you know about **PUCHER'S DECORATING CENTER** how well do you believe they would perform on each of the following? 1 (*Perform extremely poorly*) – 7 (*Perform extremely well*)

	YOUR SCORE	SFN AVG
1. Is a store I want to do business with	7	5.7
2. Is worth the trip	7	5.7
3. Large selection of products and styles	7	5.8
4. Gives me confidence to select the right floor	7	5.7
5. Products are high quality for the price	6	5.7
6. Offers competitive prices	6	5.5
7. Easy-to-navigate	7	5.6

Overall, how confident are you that **PUCHER'S DECORATING CENTER** will offer a flooring solution that works for your needs for this project? 1 (*Not at all confident*) – 7 (*Extremely confident*)

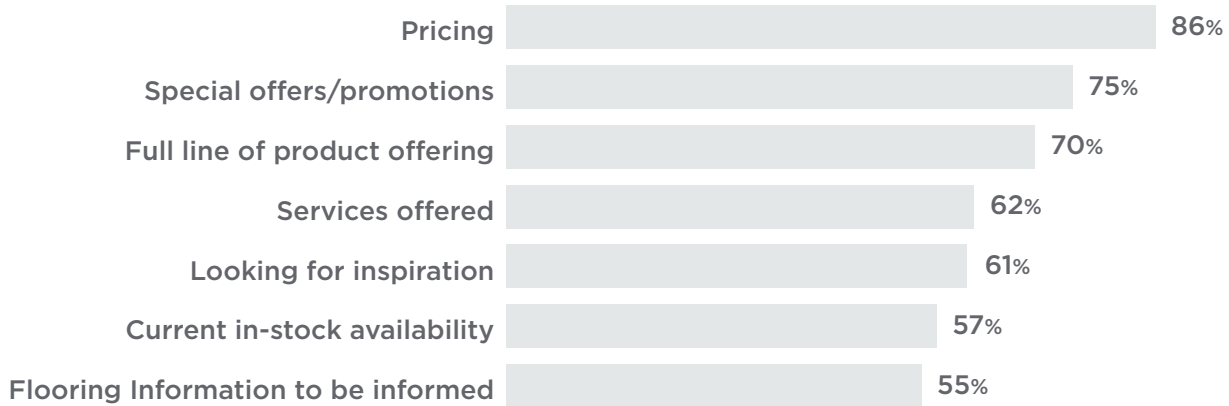
Your Score: 6

SFN Average: 5.6

\*Mystery shoppers only answered these questions if they were familiar with the store they were going to shop. Your mystery shopper was not familiar with your store.

# Online Evaluations

Thinking about your flooring journey, and when you are ready to start researching, looking, and ultimately purchasing — what are the main reasons you may visit a flooring retailer's website?



How important are each of the following while researching or shopping online for flooring?  
1 (Not at all important) - 7 (Extremely important)

IMPORTANCE OF WEBSITE FEATURES	YOUR SCORE	SFN AVG
Detailed Product information	7	6.3
Product Pricing	7	6.2
Request a pricing quote	5	5.9
Ability to visualize flooring designs/ styles in your own space	7	5.7
Ability to order samples for in-home evaluation	4	5.6
Request an in-home measure	7	5.5
Customer testimonials or reviews on website	7	5.4
Design Assistance	5	5.1
Initiating a conversation with sales associate	3	4.9

In terms of content, rate this flooring retailer's website on the following aspects:  
1 (Terrible) – 7 (Excellent)

TOP 5	YOUR SCORE	SFN AVG
Contact information	7	6.3
Store locations and business hours	7	6.2
Offers quality products	7	5.8
Wide product offering	7	5.6
Variety of brands offered	7	5.6
BOTTOM 5		
Show images of in-store environment	4	4.2
Special offers/promotions	6	4.1
Newsletters/blog	4	3.7
Ability to download coupons	4	3.1
Live chat	3	3.0

How helpful is the visualizer tool? 1 (Not at all helpful) – 7 (Extremely helpful)

Your Score: 7

SFN Average: 5.6

How important is it for you to be able to visualize flooring options using photos from your own home? 1 (Not at all important) – 7 (Extremely important)

Your Score: 1

SFN Average: 5.6

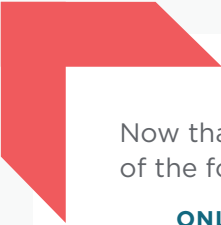
Please rate this flooring retailer's website on the following aspects:  
1 (Terrible) – 7 (Excellent)

WEBSITE FUNCTIONALITY PERFORMANCE	YOUR SCORE	SFN AVG
Professional	7	5.9
Easy to read information	7	5.9
Easy to navigate	7	5.8
Visually appealing	7	5.8
Informative	5	5.4
Ease of locating my preferred flooring	7	5.4
Ease of comparing prices	1	3.5

How effective is the website in helping you select a floor?  
1 (Not at all effective) – 7 (Extremely effective)

Your Score: 6

SFN Average: 4.5



Now that you have reviewed the website, how satisfied are you with this flooring retailer on each of the following...? 1 (*Not at all satisfied*) – 7 (*Extremely satisfied*)

ONLINE PERFORMANCE ON CRITICAL MOTIVATORS	YOUR SCORE	SFN AVG
1. Is worth the trip	7	5.0
2. Is a store I want to do business with	7	5.0
3. Gives me confidence to select the right floor	7	5.0
4. Has an informative website	7	5.0
5. Large selection of products and styles	7	5.5
6. Provides design/style inspiration	7	5.1
7. Has a good reputation	7	5.2

Based on your experience visiting this website today, how likely would you be to make an in-store visit? 1 (*Extremely unlikely*) – 7 (*Extremely likely*)

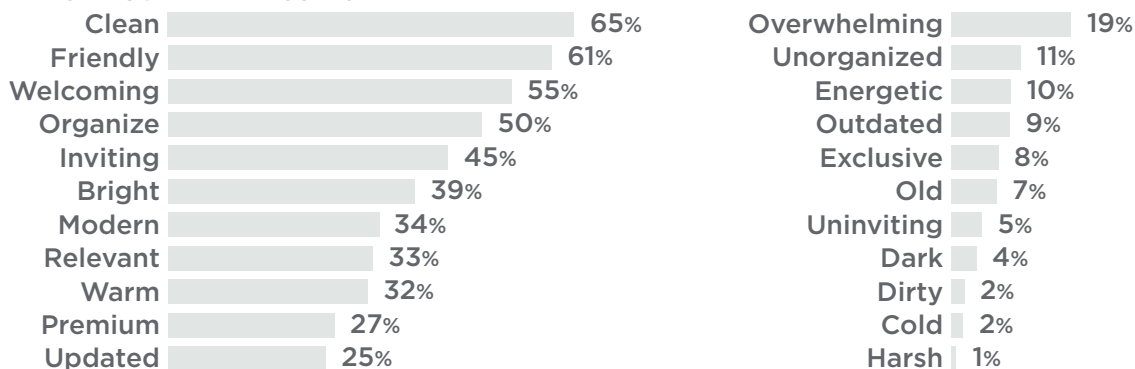
Your Score: 6

SFN Average: 4.9

# In Store Evaluations

How would you describe the store environment of this flooring retailer?

## SFN OVERALL RESULTS:

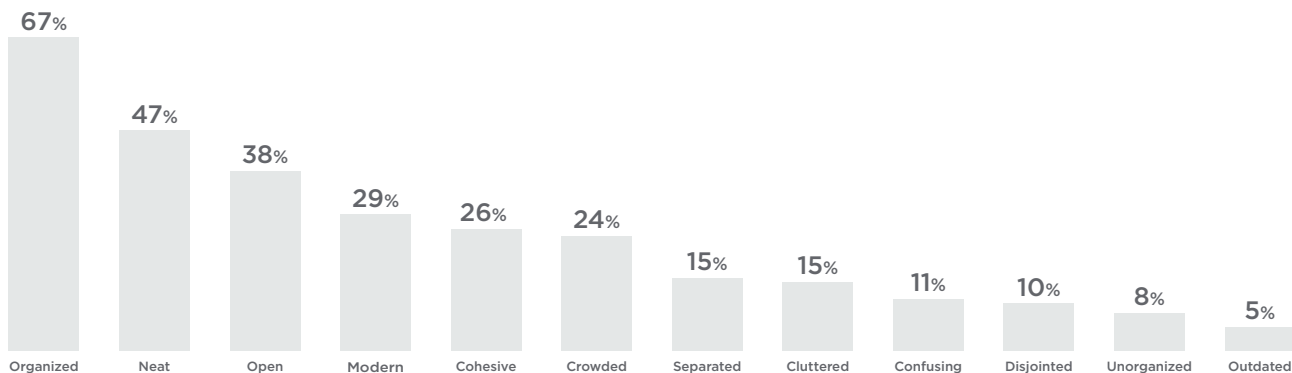


## YOUR RESULTS:

Warm, Updated, Modern, Clean, Welcoming, Inviting, Friendly, Exclusive

How would you describe the store layout?

## SFN OVERALL RESULTS:



## YOUR RESULTS:

Modern, Organized, Cohesive, Neat

How much did you like the store layout/design? 1 (Hate it) – 7 (Love it)

Your Score: **6**

SFN Average: **5.1**

If you told us you did/did not like the store layout/design, please explain why.

I liked how organized it was.

How easy or difficult was it to find your way to the various sections of the store?

1 (Extremely difficult) – 7 (Extremely easy)

Your Score: **6**

SFN Average: **5.8**



Thinking about how you saw products marketed, promoted, and advertised in the store today, how would you rate this store's merchandising on the following?

1 (Terrible) – 7 (Excellent)

MERCHANDISING PERFORMANCE	YOUR SCORE	SFN AVG
Shows wide range of flooring types	7	6.2
Visually appealing	7	5.7
Well organized	7	5.6
Explains features and benefits	7	5.5
Helps me find products in store	5	5.4
Clearly shows pricing	6	3.7

Overall, thinking about what you were looking for per your assignment, how easy was it to...

1 (Extremely Hard) – 7 (Extremely Easy)

EASE OF KEY ACTIVITIES	YOUR SCORE	SFN AVG
Get help from employees when needed	7	6.3
Find what you're looking for	7	5.7
Compare flooring options	7	5.7
Select a product for my home	7	5.7
Determine product that is best for me/my home	7	5.6
Ample space to layout and view product	7	5.6
Compare prices	5	4.0

How clear is it that this store offers each of the following?

1 (Not at all clear) – 7 (Extremely clear)

COMMUNICATIONS CLARITY	YOUR SCORE	SFN AVG
Installation services	7	5.3
Samples to take home	6	5.0
Design assistance	7	4.8
Customer satisfaction guarantees	6	4.7
Warranties	5	4.7
Unique services they only offer to customers	5	4.2
Financing options	6	4.2
Special offers/Promotions	7	4.1

## RSA INTERACTION

How satisfied were you with the interaction with the employee who greeted you?

1 (Not at all satisfied) – 7 (Extremely satisfied)

Your Score: 6

SFN Average: 4.9

If you told us you were not satisfied with your interaction, please explain why.

**No input provided by shopper**

What, specifically, did the staff/sales associate(s) you interacted with, help you with?

**SFN OVERALL RESULTS:**



**YOUR RESULTS:**

Directed me to specific products that met my needs, Directed me to a specific brand, Told me about the features and benefits of the product, Offered me samples to take home, Showed me examples of inspiration, Helped me with pricing, Helped me visualize the product in my home, Helped me compare products to better understand what I am getting for my money

How much time would you say the staff/sales associate(s) spent with you during your visit?

**The majority of my visit**

And would you say that amount of time was:

**A bit too much**

How much of a role did the staff/sales associate(s) play in helping you find a product that would work for you? 1 (No role at all) - 7 (A very prominent role)

Your Score: **7**

SFN Average: **5.1**

What question(s) did the staff/sales associate(s) ask you to determine the product you needed?

**What room(s) is this for?, Do you have pets?, Do you have kids?, Is for a new home build or remodel?, What type of floor are you looking for?**

## EXPERIENCE

Overall, how well would you say the in-store experience matches the online experience you had on this store's website? 1 (Does not match at all) – 7 (Matches extremely well)

Your Score: **7**

SFN Average: **4.9**

Thinking about your entire experience at the store (including interactions with staff/sales associate(s), browsing products, navigating the store), how satisfied were you?

1 (Not at all satisfied) – 7 (Extremely satisfied)

Your Score: **7**

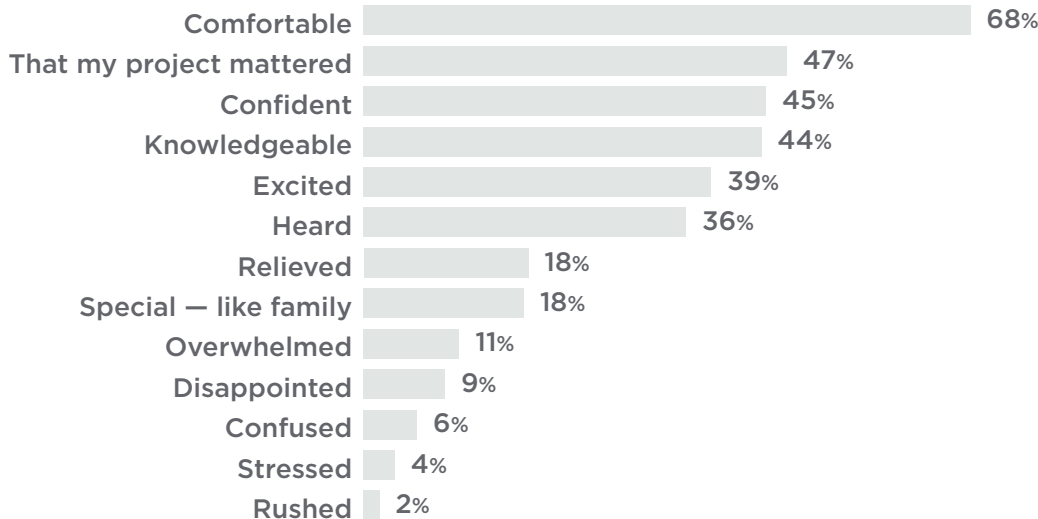
SFN Average: **4.9**

If you told us you had/did not have a good experience at the store, please explain why.

**The sales associate Lynn was extremely warm and inviting. She offered me floor samples to take home and gave me her card with her hours. I did feel as if she spent too much time with me.**

And how did the actual experience make you feel?

### SFN OVERALL RESULTS:



### YOUR RESULTS:

**Comfortable, Heard, Confident, Special - Like family, That my flooring project mattered, Knowledgeable**

Thinking about your experience, how satisfied are you with this store location across each of the following... 1 (Not at all satisfied) – 7 (Extremely satisfied)

IN-STORE PERFORMANCE ON CRITICAL MOTIVATORS	YOUR SCORE	SFN AVG
1. Is a store I want to do business with	7	5.7
2. Is worth the trip	7	5.8
3. Gives me confidence to select the right floor for my home	7	5.8
4. Knowledgeable sales associates	7	6.2
5. Has a good reputation	7	5.7
6. Easy-to-navigate	7	5.7
7. Products are high quality for the price	7	5.8

You previously indicated you were in the process of purchasing new flooring for your home. Thinking about your visit today, would you say it...

1 (Did not move me closer to purchasing) – 7 (Moved me much closer to purchasing)

Your Score: 7

SFN Average: 4.9

Did you find a product that may work for your current flooring needs?

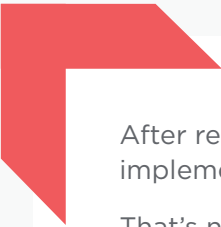
Yes

Consumers were asked how likely would they purchase from this retailer, return to this store in the future or recommend store to others. 1 (Very unlikely) - 5 (Very Likely)

KEY PERFORMANCE INDICATORS	YOUR SCORE	SFN AVG
Purchase Interest	5	3.7
Future Visitation	5	4.1
Likely to Recommend	5	4.2

If you said you would not recommend this store location to others, please tell us why.

No input provided by shopper



After reading through your report, you might have identified two or three things that if implemented would really help to enhance the consumer experience within your store.

That's normal and we want you to know we are here to help. Below is a list of resources and services offered through SFN that are targeted to create better customer engagement online and in-store.

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## **CONTACTS**

If you need digital strategy, web pricing or a better online experience overall, please reach out to our friends at Mobile Marketing who helped us develop the Velocity program. From leads to web strategy and digital advertising, this group will elevate your digital game in a big way:

**Visit [SFNVelocity.com](http://SFNVelocity.com) OR call: (484) 255-4227**

This group can also connect you with other companies who work as part of the FLOOR TECH COLLECTIVE including samples app (for higher return rates) QFLOORS, RFMS, PROMOBXX and roomvo (the visualizer tool everyone is talking about).

If you identified your showroom as an opportunity for improvement, please reach out to Sandi Ownby with SFN. From DIY showroom projects to full transformation, SFN can help make your showroom consumer friendly and beautiful.

**Email: [sandi.ownby@shawinc.com](mailto:sandi.ownby@shawinc.com) OR call Sandi directly at (706) 280-3277**

If training retail sales associates is a big opportunity for your store, please reach out to Michelle Nix or Mary Rose Threet to talk about various opportunities for you and your people.

**Email: [michelle.nix@shawinc.com](mailto:michelle.nix@shawinc.com)**

**Email: [maryrose.threet@shawinc.com](mailto:maryrose.threet@shawinc.com)**

Want to bounce ideas off other retailers or ask how others are taking action based on their reports, but don't know how to connect? START with FACEBOOK — request to join the SFN group. There you can interact with other members in the group.

For questions in general or more information about what else is included with your SFN membership, please contact the SFN concierge.

**Email: [AskSFN@shawinc.com](mailto:AskSFN@shawinc.com) OR call the main Shaw line and choose option 9**

You can also reach out to your SFN Member Success Team, Harry Tishler (West) or Morgan Cornelius (East) for any assistance or questions.

**Email: [harry.tishler@shawinc.com](mailto:harry.tishler@shawinc.com) OR call: (706) 618-9455**

**Email: [morgan.cornelius@shawinc.com](mailto:morgan.cornelius@shawinc.com) OR call: (205) 842-3157**

Also, if you want regular updates and more information from the network, please send your email address, along with your role within your store (i.e., owner, manager, doer of everything) to [AskSFN@shawinc.com](mailto:AskSFN@shawinc.com) and we'll add you to our communication list.



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