

**YOUR LOCATION**

**YOUR SCORE**

**88%**



138/156 points

**COMPANY RANK YTD**

**7/7**



**THIS SCORE VS COMPANY YTD**



**88%**  
This Evaluation



**93%**  
YTD Average

**SECTIONAL CHANGE**

Section	This Evaluation	Last Evaluation	+/-
<b>Overall</b>	<b>88%</b>	<b>--%</b>	<b>--%</b>
Store	93%	<b>--%</b>	<b>--%</b>
Staff	72%	<b>--%</b>	<b>--%</b>

**SECTIONAL CHANGE**

Section	This Evaluation	Last Evaluation	+/-
<b>Overall</b>	<b>88%</b>	<b>--%</b>	<b>--%</b>
Compliance	89%	<b>--%</b>	<b>--%</b>
Display	100%	<b>--%</b>	<b>--%</b>
Facilities	92%	<b>--%</b>	<b>--%</b>
Promotions	100%	<b>--%</b>	<b>--%</b>
Behavior	100%	<b>--%</b>	<b>--%</b>
Communication	67%	<b>--%</b>	<b>--%</b>
Grooming	50%	<b>--%</b>	<b>--%</b>
Knowledge	50%	<b>--%</b>	<b>--%</b>
Sales Process	100%	<b>--%</b>	<b>--%</b>

**QUESTION**

**SCORE**

**ANSWER**

Day of Audit:

- Sunday**
- Monday
- Tuesday
- Wednesday
- Thursday
- Friday
- Saturday

**STORE 93% (112/120)**

**COMPLIANCE 89% (32/36)**

B.5.2.d.The REC is honoured promptly within stipulated time frame.

- Yes**
- No
- NA

**B.5.2.e The REC policy articulates conditions for the followings:**

B.5.2.e.i.Of transaction being cancelled by either party.	0/0	Yes No ✓ NA
B.5.2.e.ii.Of the quality of product / service.	4/4	✓ Yes No NA
B.5.2.e.iii.Of Advance / deposit / payment taken / advertised but products/ services / facilities not available.	0/0	Yes No ✓ NA
B.5.3.c.ii.The purchase of restricted / sensitive / inappropriate products by children.	0/0	Yes No ✓ NA
B.5.4 The brand / outlet/s has well defined 'Redemption' policy for its customers in suitable form of communication.	0/0	Yes No ✓ NA
B.5.4.b.The brand / outlet/s clearly states and honours its laid down terms and conditions applicable for redemption of sales / gift /Credit vouchers / Loyalty points / Coupons.	0/0	Zero One Two Three Four ✓ NA
B.5.5.c.The brand has appropriate mechanism to ensure and record satisfactory product / service delivery confirmation.	0/0	Yes No ✓ NA
B.5.5.e.The brand / outlet/s takes full responsibility of any loss, theft or damage to any product during delivery process.	0/0	Yes No ✓ NA
B.6.1.a.The brand provides Tax invoice for every transaction mentioning detail of payments - mode of payment, amount, currency, balance etc.	4/4	✓ Yes No NA
B.6.1.b.The brand clearly and legibly indicates prices that reflect total amount inclusive/ exclusive of taxes or other charges and the type of currency used.	4/4	✓ Yes No NA
B.6.1.c.The brand is committed to avoid over charging against communicated / committed price / MRP, as applicable.	4/4	✓ Yes No NA

**B.6.1.e. The brand clearly states any additional charges towards:**

B.6.1.e.i.Delivery/ shipping charged by brand /outlet / vendor.	0/0	Yes No ✓ NA
B.6.1.e.ii.Extra services such as customized cutting / packaging / making / alteration / transportation / gift- wrapping / home/ express delivery etc.	0/0	Yes No ✓ NA

**B.6.2 The brand / outlet/s adheres to appropriate practice of conducting all transactions and keeping their records.**

C.1.3.a.The brand has a system to document feedback and complaint cases and has a complaints resolution procedure - within a definite time frame upon receipt of complaint.	4/4	✓ <b>Yes</b> No NA
C.1.3.b.The brand / outlet/s publicize on its website and at its outlet, the complaint resolution procedure and the time frame fixed , for the benefit of customers.	0/4	Yes ✓ <b>No</b> NA
C.1.3.c.The brand / outlet/s informs complainants of the status of the complaint redressal.	0/0	Yes No ✓ <b>NA</b>
C.2.3.f.The outlet/s of the brand ensure proper security checks, wherever applicable, for all entering the premises, separately for both genders to check dangerous / prohibited materials.	4/4	✓ <b>Yes</b> No NA
C.2.6.b.The brand / outlet/s uses customers particulars strictly for the purpose of completing sales transactions or for other legitimate purposes made known to the customer prior to obtaining such particulars.	4/4	✓ <b>Yes</b> No NA
C.2.6.c. The brand / outlet/s provides and allows customers to have access to update and correct their personal data, to correct and update the information that is stored in the system.	0/0	Yes No ✓ <b>NA</b>

Please narrate your entire experience

I inquired about the 'Return Exchange Policy' to which the staff member informed that product can be returned within 7 days and except Sunday. I asked staff member about Redemption policy to which he said that it is not available in the store.

Complaint resolution procedure was not mentioned on the website. The store did not had a customer care desk where the customers could approach in the case of any problems and queries.

There were proper security checks at the store to make sure that no garment is taken out of the store without getting it billed in the system. The access to update the customer data is not available. Printed bill was given to the customers. All the tax information was clearly visible and readable.

### DISPLAY 100% (28/28)

B.1.3.c.ii.Was the signages clean and well maintained?	4/4	✓ <b>Yes</b> No NA
B.1.3.b.Request for shopping bag / serving material from staff and retain them as sample for authorized material check by competent authority. Also look for suitable communication in regard to promoting the cause of eco-friendly packaging among its customers.	4/4	Zero One Two Three ✓ <b>Four</b>
B.3.5.b.The brand's outlet/s displays list of various products / categories / departments / sections it offers to the customers for shopping.	4/4	Zero One Two Three ✓ <b>Four</b>
B.5.1.f.G&W are notified through authorised document/s at the time of purchasing of products / availing services as applicable.	4/4	✓ <b>Yes</b> No NA

B.5.1.e. Terms and conditions of G&W are clearly stated at suitable place/s, as applicable.	4/4	<p>✓ <b>Yes</b></p> <p>No</p> <p>NA</p>
B.5.4.a. The policy is clearly stated at suitable place/s in suitable form of communication to customer.	4/4	<p>✓ <b>Yes</b></p> <p>No</p> <p>NA</p>
B.5.5.b. The brand / outlet/s has procedure on how to deliver orders / OoO services at requested venue wherever applicable.	0/0	<p>Yes</p> <p>No</p> <p>✓ <b>NA</b></p>
B.6.1.d. The brand is committed to display discounted / promotional prices clearly.	4/4	<p>✓ <b>Yes</b></p> <p>No</p> <p>NA</p>
C.1.3.d. The brand / outlet/s displays contact detail of concerned Certifying Body which certified the brand / outlet/s so that customers can approach it in case of dispute.	0/0	<p>Yes</p> <p>No</p> <p>✓ <b>NA</b></p>

Please narrate your entire experience

The exterior signage of the store was clean and well maintained.

The store was well displayed. Trial room was not clean as dusts were visible and door had black marks on them. Promotions, discounts, and offers were neatly pasted in the store. Terms and conditions for G&W were stated behind the bill. The brand displays the list of various products/departments/sections it offers to the customers for shopping.

### FACILITIES 92% (44/48)

B.3.5.f. The brand's outlet/s clearly mentions entry / exit points, basic amenities such as key categories/ departments/ sections, washroom, trial / treatment room, drinking water, kids play zone, visitor lounge, smoking zone, billing and delivery, escalators/ lifts/ stairs/ emergency exit, First Aid, customer service counters, etc, wherever applicable, for its customers through proper signage.	4/4	<p>✓ <b>Yes</b></p> <p>No</p> <p>NA</p>
B.5.5 The brand / outlet/s is committed to have effective Order Delivery system.	4/4	<p>✓ <b>Yes</b></p> <p>No</p> <p>NA</p>
B.5.5.a. The brand / outlet/s undertakes (home) delivery order / Out of Outlet (OoO) services for paid product/services as well as on phone.	4/4	<p>Zero</p> <p>One</p> <p>Two</p> <p>Three</p> <p>✓ <b>Four</b></p> <p>NA</p>
B.6.1 The brand / outlet/s is committed to ethical practices in all its transaction with customers.	4/4	<p>✓ <b>Yes</b></p> <p>No</p> <p>NA</p>
B.6.2.a. The brand / outlet/s accepts widely accepted modes of payment including\:	4/4	<p>✓ <b>Yes</b></p> <p>No</p> <p>NA</p>
B.6.2.a.i. Cash / foreign currency, wherever applicable	4/4	<p>✓ <b>Yes</b></p> <p>No</p> <p>NA</p>

B.6.2.a.ii.Credit / Debit card	4/4	✓ Yes No NA
B.6.2.a.iii.Discount / Gift card / Loyalty points / Coupons / EMI	4/4	✓ Yes No NA
B.6.2.a.iv. Online Payment	0/0	Yes No ✓ NA
B.6.2.a.v.Mobile wallets	4/4	✓ Yes No NA
C.1.2.a.The brand has a 'Customer service' department / a dedicated Official / team which is fully equipped and empowered to serve Customers and resolve their issues.	4/4	✓ Yes No NA
C.1.2.c.There is Customer Service / Helpline contact detail and information mentioned on suitable stationery / places / brand's website.	4/4	✓ Yes No NA
C.1.2.d.Such customer service helpline is accessible and well equipped to resolve customer enquiries / feedback / complaints.	0/4	Yes ✓ No NA
Please narrate your entire experience		

### PROMOTIONS 100% (8/8)

B.3.3.c. The communication clearly states the period for which promotion is valid.	4/4	Zero One Two Three ✓ Four
B.3.5.d. The brand's outlet/s mentions prevalent promotional offers running on specific products / services for the customers.	4/4	✓ Yes No NA
Please narrate your entire experience		

### STAFF 72% (26/36)

#### BEHAVIOR 100% (4/4)

B.3.3 The brand / outlet/s has policy of undertaking ethical communication.	4/4	Zero One Two Three ✓ Four
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Please narrate your entire experience

### COMMUNICATION 67% (8/12)

B.2.5.a It is ensured that ALL customer-interacting staff addresses customers in a respectable manner.	4/4	<b>✓ Yes</b> No NA
B.2.5.c It is ensured that customer-dealing staff is skilled to communicate in relevant language with the customers.	4/4	Zero One Two Three <b>✓ Four</b>
B.3.5.a The staff is communicative in guiding / clarifying customers/visitors in case of any non-understanding / misunderstanding in locating amenities, products and services, section etc inside the outlet.	0/4	<b>✓ Zero</b> One Two Three Four
B.5.5.d. The brand keeps customers updated on the status of their deliveries wherever applicable.	0/0	Yes No <b>✓ NA</b>

Please narrate your entire experience

The staff was not fluent in their communication. The staff members were not interactive as they were not showing interest in my needs. None of the staff members tried to interact with the customers. The customers themselves had to approach the staff members to get their required garments.

No staff members tried to understand the needs of the customers. The staff members were busy in talking to each other.

### GROOMING 50% (2/4)

B.2.5.b. Were the staff well groomed and behaving professionally with the customers?	2/4	Zero One <b>✓ Two</b> Three Four
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Please narrate your entire experience

The staff members were not behaving professionally as they were not interested in attending the customers.

### KNOWLEDGE 50% (4/8)

B.2.5.g. It is ensured that the personnel dealing with customers help them in booking / understanding / choosing appropriate product/s / service/s and assures them of related service/s within a stipulated time.	0/4	Yes <b>✓ No</b> NA
B.3.3.b. The brand / outlet/s ensures that all goods and services are accurately described and portrayed in all marketing communications in all applicable channels of communication.	4/4	Zero One Two Three <b>✓ Four</b>

Please narrate your entire experience

The staff members were not showing interest in showing the products to me. They were not recommending anything to me. I need to ask them again and again about the garments.

**SALES PROCESS 100% (8/8)**

B.2.5.d It is ensured that customer support and service staff practice only ethical sales tactics.	4/4	<b>✓ Yes</b> No NA
B.3.3.a. The brand / outlet/s sells and delivers what is advertised and promoted.	4/4	Zero One Two Three <b>✓ Four</b>

Please narrate your entire experience

The entire experience was not good. The trial was dusty and not well maintained. Garments were kept on the floor and it was not displayed neatly. The staff members were not actively participating in helping their customers and understanding their needs. The staff members were busy with their personal conversations. The store had different mode through which the payments could be made. The staff members were groomed properly  
The printed bill was available and all the taxes were properly displayed on the bill.