

## Summary of All Visits - 2008

Completed Assessments : 2552

Average number of customers per queue : 3.41

Average time spent queuing (minutes) 5.21

### Type of Queue

Single Queue for Several Tills 41.8%

One queue per till 58.2%

### Whether queuing time could have been reduced

50.9%

By opening more of the available tills? 67.6%

By bringing more staff to help at the tills? 24.4%

By other actions? 8.0%

### Whether anything was done to reduce queuing time

11.3%

More tills were opened? 58.5%

A request for more staff was made? 10.5%

More staff were made available? 20.2%

Other actions were taken? 10.8%

Percentage of stores where customers appeared dissatisfied with being in a queue 16.9%

### Quality of Customer Service provided to the customer

Customer was Greeted 78.7%

Customer received a Smile 55.6%

An apology was given for the queue delay? 9.0%

The member of staff was helpful 75.5%

## Country Analysis - 2008

### AUSTRIA

Completed Assessments : 107

Average number of customers per queue : 2.45

Average time spent queuing (minutes) 2.71

#### Type of Queue

Single Queue for Several Tills	9.4%
One queue per till	90.6%

#### Whether queuing time could have been reduced

46.7%	
By opening more of the available tills?	46.0%
By bringing more staff to help at the tills?	52.0%
By other actions?	2.0%

#### Whether anything was done to reduce queuing time

11.2%	
More tills were opened?	16.7%
A request for more staff was made?	16.7%
More staff were made available?	66.7%
Other actions were taken?	0.0%

Percentage of stores where customers appeared dissatisfied with being in a queue 2.8%

#### Quality of Customer Service provided to the customer

Customer was Greeted	4.7%
Customer received a Smile	30.8%
An apology was given for the queue delay?	0.0%
The member of staff was helpful	1.9%

## Country Analysis - 2008

### BELGIUM

Completed Assessments : 46

Average number of customers per queue : 2.39

Average time spent queuing (minutes) 4.30

#### Type of Queue

Single Queue for Several Tills	8.7%
One queue per till	91.3%

#### Whether queuing time could have been reduced

17.4%	
By opening more of the available tills?	75.0%
By bringing more staff to help at the tills?	25.0%
By other actions?	0.0%

#### Whether anything was done to reduce queuing time

17.4%	
More tills were opened?	75.0%
A request for more staff was made?	0.0%
More staff were made available?	25.0%
Other actions were taken?	0.0%

Percentage of stores where customers appeared dissatisfied with being in a queue 6.5%

#### Quality of Customer Service provided to the customer

Customer was Greeted	84.8%
Customer received a Smile	78.3%
An apology was given for the queue delay?	0.0%
The member of staff was helpful	97.8%

## Country Analysis - 2008

### Croatia

Completed Assessments : 40

Average number of customers per queue : 3.73

Average time spent queuing (minutes) 6.55

#### Type of Queue

Single Queue for Several Tills	52.5%
One queue per till	47.5%

#### Whether queuing time could have been reduced

60.0%	
By opening more of the available tills?	33.3%
By bringing more staff to help at the tills?	16.7%
By other actions?	50.0%

#### Whether anything was done to reduce queuing time

20.0%	
More tills were opened?	0.0%
A request for more staff was made?	0.0%
More staff were made available?	12.5%
Other actions were taken?	87.5%

Percentage of stores where customers appeared dissatisfied with being in a queue **25.0%**

#### Quality of Customer Service provided to the customer

Customer was Greeted	100.0%
Customer received a Smile	40.0%
An apology was given for the queue delay?	15.0%
The member of staff was helpful	90.0%

## Country Analysis - 2008

### Czech Republic

Completed Assessments :

122

Average number of customers per queue : 3.84

Average time spent queuing (minutes) 5.78

#### Type of Queue

Single Queue for Several Tills

One queue per till

#### Whether queuing time could have been reduced

50.8%

By opening more of the available tills? 80.6%

By bringing more staff to help at the tills? 17.7%

By other actions? 1.6%

#### Whether anything was done to reduce queuing time

10.7%

More tills were opened? 76.9%

A request for more staff was made? 15.4%

More staff were made available? 7.7%

Other actions were taken? 0.0%

Percentage of stores where customers appeared dissatisfied with being in a queue 10.7%

#### Quality of Customer Service provided to the customer

Customer was Greeted 82.8%

Customer received a Smile 44.3%

An apology was given for the queue delay? 4.1%

The member of staff was helpful 75.4%

## Country Analysis - 2008

### DENMARK

Completed Assessments : 205

Average number of customers per queue : 3.23

Average time spent queuing (minutes) 3.34

#### Type of Queue

Single Queue for Several Tills	44.9%
One queue per till	55.1%

#### Whether queuing time could have been reduced

53.7%	
By opening more of the available tills?	61.8%
By bringing more staff to help at the tills?	38.2%
By other actions?	0.0%

#### Whether anything was done to reduce queuing time

6.3%	
More tills were opened?	69.2%
A request for more staff was made?	0.0%
More staff were made available?	30.8%
Other actions were taken?	0.0%

Percentage of stores where customers appeared dissatisfied with being in a queue **10.2%**

#### Quality of Customer Service provided to the customer

Customer was Greeted	92.2%
Customer received a Smile	60.5%
An apology was given for the queue delay?	1.0%
The member of staff was helpful	92.2%

## Country Analysis - 2008

### Estonia

Completed Assessments : 82

Average number of customers per queue : 2.33

Average time spent queuing (minutes) 2.78

#### Type of Queue

Single Queue for Several Tills	12.2%
One queue per till	87.8%

#### Whether queuing time could have been reduced

43.9%	
By opening more of the available tills?	83.3%
By bringing more staff to help at the tills?	16.7%
By other actions?	0.0%

#### Whether anything was done to reduce queuing time

1.2%	
More tills were opened?	100.0%
A request for more staff was made?	0.0%
More staff were made available?	0.0%
Other actions were taken?	0.0%

Percentage of stores where customers appeared dissatisfied with being in a queue 6.1%

#### Quality of Customer Service provided to the customer

Customer was Greeted	85.4%
Customer received a Smile	47.6%
An apology was given for the queue delay?	1.2%
The member of staff was helpful	87.8%

## Country Analysis - 2008

### Finland

Completed Assessments : 114

Average number of customers per queue : 3.04

Average time spent queuing (minutes) 3.81

#### Type of Queue

Single Queue for Several Tills	43.4%
One queue per till	56.6%

#### Whether queuing time could have been reduced

51.8%	
By opening more of the available tills?	93.2%
By bringing more staff to help at the tills?	6.8%
By other actions?	0.0%

#### Whether anything was done to reduce queuing time

14.0%	
More tills were opened?	75.0%
A request for more staff was made?	6.3%
More staff were made available?	18.8%
Other actions were taken?	0.0%

Percentage of stores where customers appeared dissatisfied with being in a queue 9.6%

#### Quality of Customer Service provided to the customer

Customer was Greeted	82.5%
Customer received a Smile	34.2%
An apology was given for the queue delay?	25.4%
The member of staff was helpful	76.3%

## Country Analysis - 2008

### France

Completed Assessments : 137

Average number of customers per queue : 3.92

Average time spent queuing (minutes) 7.18

#### Type of Queue

Single Queue for Several Tills	29.2%
One queue per till	70.8%

#### Whether queuing time could have been reduced

51.8%	
By opening more of the available tills?	52.1%
By bringing more staff to help at the tills?	38.0%
By other actions?	9.9%

#### Whether anything was done to reduce queuing time

16.8%	
More tills were opened?	17.4%
A request for more staff was made?	13.0%
More staff were made available?	56.5%
Other actions were taken?	13.0%

Percentage of stores where customers appeared dissatisfied with being in a queue 20.4%

#### Quality of Customer Service provided to the customer

Customer was Greeted	97.1%
Customer received a Smile	67.9%
An apology was given for the queue delay?	8.8%
The member of staff was helpful	84.7%

## Country Analysis - 2008

### Germany

Completed Assessments : 323

Average number of customers per queue : 4.72

Average time spent queuing (minutes) 6.90

#### Type of Queue

Single Queue for Several Tills	29.1%
One queue per till	70.9%

#### Whether queuing time could have been reduced

73.7%	
By opening more of the available tills?	75.6%
By bringing more staff to help at the tills?	19.3%
By other actions?	5.0%

#### Whether anything was done to reduce queuing time

16.4%	
More tills were opened?	88.7%
A request for more staff was made?	7.5%
More staff were made available?	1.9%
Other actions were taken?	1.9%

Percentage of stores where customers appeared dissatisfied with being in a queue **26.0%**

#### Quality of Customer Service provided to the customer

Customer was Greeted	85.4%
Customer received a Smile	53.9%
An apology was given for the queue delay?	4.0%
The member of staff was helpful	70.6%

## Country Analysis - 2008

### Greece

Completed Assessments : 18

Average number of customers per queue : 5.56

Average time spent queuing (minutes) 13.72

#### Type of Queue

Single Queue for Several Tills	94.4%
One queue per till	5.6%

#### Whether queuing time could have been reduced

61.1%	
By opening more of the available tills?	81.8%
By bringing more staff to help at the tills?	18.2%
By other actions?	0.0%

#### Whether anything was done to reduce queuing time

16.7%	
More tills were opened?	0.0%
A request for more staff was made?	0.0%
More staff were made available?	100.0%
Other actions were taken?	0.0%

Percentage of stores where customers appeared dissatisfied with being in a queue **27.8%**

#### Quality of Customer Service provided to the customer

Customer was Greeted	44.4%
Customer received a Smile	33.3%
An apology was given for the queue delay?	0.0%
The member of staff was helpful	88.9%

## Country Analysis - 2008

### Hungary

Completed Assessments : 64

Average number of customers per queue : 3.45

Average time spent queuing (minutes) 8.20

#### Type of Queue

Single Queue for Several Tills	31.3%
One queue per till	68.8%

#### Whether queuing time could have been reduced

56.3%	
By opening more of the available tills?	80.6%
By bringing more staff to help at the tills?	13.9%
By other actions?	5.6%

#### Whether anything was done to reduce queuing time

21.9%	
More tills were opened?	50.0%
A request for more staff was made?	7.1%
More staff were made available?	21.4%
Other actions were taken?	21.4%

Percentage of stores where customers appeared dissatisfied with being in a queue 28.1%

#### Quality of Customer Service provided to the customer

Customer was Greeted	95.3%
Customer received a Smile	54.7%
An apology was given for the queue delay?	7.8%
The member of staff was helpful	85.9%

## Country Analysis - 2008

### Ireland

Completed Assessments : 138

Average number of customers per queue : 2.99

Average time spent queuing (minutes) 2.61

#### Type of Queue

Single Queue for Several Tills	69.6%
One queue per till	30.4%

#### Whether queuing time could have been reduced

33.3%	
By opening more of the available tills?	76.1%
By bringing more staff to help at the tills?	21.7%
By other actions?	2.2%

#### Whether anything was done to reduce queuing time

8.7%	
More tills were opened?	50.0%
A request for more staff was made?	25.0%
More staff were made available?	25.0%
Other actions were taken?	0.0%

Percentage of stores where customers appeared dissatisfied with being in a queue 10.9%

#### Quality of Customer Service provided to the customer

Customer was Greeted	82.6%
Customer received a Smile	55.1%
An apology was given for the queue delay?	2.9%
The member of staff was helpful	80.4%

## Country Analysis - 2008

### ITALY

Completed Assessments : 148

Average number of customers per queue : 4.84

Average time spent queuing (minutes) 8.37

#### Type of Queue

Single Queue for Several Tills	18.9%
One queue per till	81.1%

#### Whether queuing time could have been reduced

37.2%	
By opening more of the available tills?	69.1%
By bringing more staff to help at the tills?	23.6%
By other actions?	5.5%

#### Whether anything was done to reduce queuing time

8.8%	
More tills were opened?	76.9%
A request for more staff was made?	0.0%
More staff were made available?	23.1%
Other actions were taken?	0.0%

Percentage of stores where customers appeared dissatisfied with being in a queue 15.5%

#### Quality of Customer Service provided to the customer

Customer was Greeted	79.1%
Customer received a Smile	70.3%
An apology was given for the queue delay?	12.2%
The member of staff was helpful	61.5%

## Country Analysis - 2008

### Latvia

Completed Assessments : 65

Average number of customers per queue : 3.91

Average time spent queuing (minutes) 4.29

#### Type of Queue

Single Queue for Several Tills	9.2%
One queue per till	90.8%

#### Whether queuing time could have been reduced

64.6%	
By opening more of the available tills?	92.9%
By bringing more staff to help at the tills?	7.1%
By other actions?	0.0%

#### Whether anything was done to reduce queuing time

3.1%	
More tills were opened?	100.0%
A request for more staff was made?	0.0%
More staff were made available?	0.0%
Other actions were taken?	0.0%

Percentage of stores where customers appeared dissatisfied with being in a queue **38.5%**

#### Quality of Customer Service provided to the customer

Customer was Greeted	27.7%
Customer received a Smile	16.9%
An apology was given for the queue delay?	0.0%
The member of staff was helpful	56.9%

## Country Analysis - 2008

### Lithuania

Completed Assessments : 93

Average number of customers per queue : 2.49

Average time spent queuing (minutes) 4.14

#### Type of Queue

Single Queue for Several Tills	37.6%
One queue per till	62.4%

#### Whether queuing time could have been reduced

25.8%	
By opening more of the available tills?	58.3%
By bringing more staff to help at the tills?	25.0%
By other actions?	16.7%

#### Whether anything was done to reduce queuing time

25.8%	
More tills were opened?	70.8%
A request for more staff was made?	0.0%
More staff were made available?	8.3%
Other actions were taken?	20.8%

Percentage of stores where customers appeared dissatisfied with being in a queue 9.7%

#### Quality of Customer Service provided to the customer

Customer was Greeted	73.1%
Customer received a Smile	51.6%
An apology was given for the queue delay?	0.0%
The member of staff was helpful	89.2%

## Country Analysis - 2008

### NETHERLANDS

Completed Assessments : 212

Average number of customers per queue : 2.41

Average time spent queuing (minutes) 3.45

#### Type of Queue

Single Queue for Several Tills	36.3%
One queue per till	63.7%

#### Whether queuing time could have been reduced

52.4%	
By opening more of the available tills?	63.1%
By bringing more staff to help at the tills?	26.1%
By other actions?	10.8%

#### Whether anything was done to reduce queuing time

13.7%	
More tills were opened?	58.6%
A request for more staff was made?	13.8%
More staff were made available?	17.2%
Other actions were taken?	10.3%

Percentage of stores where customers appeared dissatisfied with being in a queue 17.5%

#### Quality of Customer Service provided to the customer

Customer was Greeted	87.7%
Customer received a Smile	63.2%
An apology was given for the queue delay?	4.2%
The member of staff was helpful	83.0%

## Country Analysis - 2008

### NORWAY

Completed Assessments : 22

Average number of customers per queue : 3.91

Average time spent queuing (minutes) 10.32

#### Type of Queue

Single Queue for Several Tills	63.6%
One queue per till	36.4%

#### Whether queuing time could have been reduced

72.7%	
By opening more of the available tills?	87.5%
By bringing more staff to help at the tills?	6.3%
By other actions?	6.3%

#### Whether anything was done to reduce queuing time

9.1%	
More tills were opened?	50.0%
A request for more staff was made?	50.0%
More staff were made available?	0.0%
Other actions were taken?	0.0%

Percentage of stores where customers appeared dissatisfied with being in a queue 31.8%

#### Quality of Customer Service provided to the customer

Customer was Greeted	86.4%
Customer received a Smile	68.2%
An apology was given for the queue delay?	0.0%
The member of staff was helpful	95.5%

## Country Analysis - 2008

### Portugal

Completed Assessments : 213

Average number of customers per queue : 2.52

Average time spent queuing (minutes) 2.49

#### Type of Queue

Single Queue for Several Tills	83.3%
One queue per till	16.7%

#### Whether queuing time could have been reduced

39.0%	
By opening more of the available tills?	47.0%
By bringing more staff to help at the tills?	47.0%
By other actions?	6.0%

#### Whether anything was done to reduce queuing time

2.8%	
More tills were opened?	50.0%
A request for more staff was made?	50.0%
More staff were made available?	0.0%
Other actions were taken?	0.0%

Percentage of stores where customers appeared dissatisfied with being in a queue 14.6%

#### Quality of Customer Service provided to the customer

Customer was Greeted	85.0%
Customer received a Smile	79.3%
An apology was given for the queue delay?	37.6%
The member of staff was helpful	91.1%

## Country Analysis - 2008

### Romania

Completed Assessments : 55

Average number of customers per queue : 2.58

Average time spent queuing (minutes) 7.20

#### Type of Queue

Single Queue for Several Tills	0.0%
One queue per till	100.0%

#### Whether queuing time could have been reduced

52.7%	
By opening more of the available tills?	55.2%
By bringing more staff to help at the tills?	34.5%
By other actions?	10.3%

#### Whether anything was done to reduce queuing time

7.3%	
More tills were opened?	25.0%
A request for more staff was made?	0.0%
More staff were made available?	50.0%
Other actions were taken?	25.0%

Percentage of stores where customers appeared dissatisfied with being in a queue 29.1%

#### Quality of Customer Service provided to the customer

Customer was Greeted	65.5%
Customer received a Smile	27.3%
An apology was given for the queue delay?	1.8%
The member of staff was helpful	61.8%

## Country Analysis - 2008

### Russia

Completed Assessments : 91

Average number of customers per queue : 3.41

Average time spent queuing (minutes) 10.15

#### Type of Queue

Single Queue for Several Tills	29.7%
One queue per till	70.3%

#### Whether queuing time could have been reduced

56.0%	
By opening more of the available tills?	66.7%
By bringing more staff to help at the tills?	3.9%
By other actions?	29.4%

#### Whether anything was done to reduce queuing time

8.8%	
More tills were opened?	25.0%
A request for more staff was made?	25.0%
More staff were made available?	25.0%
Other actions were taken?	25.0%

Percentage of stores where customers appeared dissatisfied with being in a queue 17.6%

#### Quality of Customer Service provided to the customer

Customer was Greeted	54.9%
Customer received a Smile	30.8%
An apology was given for the queue delay?	3.3%
The member of staff was helpful	41.8%

## Country Analysis - 2008

### Spain

Completed Assessments : 49

Average number of customers per queue : 3.00

Average time spent queuing (minutes) 4.72

#### Type of Queue

Single Queue for Several Tills 30.6%

One queue per till 69.4%

#### Whether queuing time could have been reduced

81.6%

By opening more of the available tills? 52.5%

By bringing more staff to help at the tills? 10.0%

By other actions? 37.5%

#### Whether anything was done to reduce queuing time

0.0%

More tills were opened?

A request for more staff was made?

More staff were made available?

Other actions were taken?

Percentage of stores where customers appeared dissatisfied with being in a queue 28.6%

#### Quality of Customer Service provided to the customer

Customer was Greeted 73.5%

Customer received a Smile 55.1%

An apology was given for the queue delay? 10.2%

The member of staff was helpful 75.5%

## Country Analysis - 2008

### SWEDEN

Completed Assessments : 22

Average number of customers per queue : 3.95

Average time spent queuing (minutes) 3.64

#### Type of Queue

Single Queue for Several Tills	59.1%
One queue per till	40.9%

#### Whether queuing time could have been reduced

54.5%	
By opening more of the available tills?	75.0%
By bringing more staff to help at the tills?	25.0%
By other actions?	0.0%

#### Whether anything was done to reduce queuing time

13.6%	
More tills were opened?	33.3%
A request for more staff was made?	0.0%
More staff were made available?	33.3%
Other actions were taken?	33.3%

Percentage of stores where customers appeared dissatisfied with being in a queue 13.6%

#### Quality of Customer Service provided to the customer

Customer was Greeted	95.5%
Customer received a Smile	86.4%
An apology was given for the queue delay?	9.1%
The member of staff was helpful	90.9%

## Country Analysis - 2008

### TURKEY

Completed Assessments : 79

Average number of customers per queue : 4.24

Average time spent queuing (minutes) 8.82

#### Type of Queue

Single Queue for Several Tills	82.3%
One queue per till	17.7%

#### Whether queuing time could have been reduced

58.2%	
By opening more of the available tills?	58.7%
By bringing more staff to help at the tills?	30.4%
By other actions?	10.9%

#### Whether anything was done to reduce queuing time

13.9%	
More tills were opened?	27.3%
A request for more staff was made?	36.4%
More staff were made available?	9.1%
Other actions were taken?	27.3%

Percentage of stores where customers appeared dissatisfied with being in a queue **26.6%**

#### Quality of Customer Service provided to the customer

Customer was Greeted	74.7%
Customer received a Smile	49.4%
An apology was given for the queue delay?	8.9%
The member of staff was helpful	74.7%

## Country Analysis - 2008

### UK

Completed Assessments : 107

Average number of customers per queue : 3.36

Average time spent queuing (minutes) 3.91

#### Type of Queue

Single Queue for Several Tills	85.6%
One queue per till	14.4%

#### Whether queuing time could have been reduced

37.4%	
By opening more of the available tills?	70.0%
By bringing more staff to help at the tills?	20.0%
By other actions?	10.0%

#### Whether anything was done to reduce queuing time

8.4%	
More tills were opened?	77.8%
A request for more staff was made?	0.0%
More staff were made available?	0.0%
Other actions were taken?	22.2%

Percentage of stores where customers appeared dissatisfied with being in a queue 12.1%

#### Quality of Customer Service provided to the customer

Customer was Greeted	82.2%
Customer received a Smile	80.4%
An apology was given for the queue delay?	26.2%
The member of staff was helpful	81.3%

## Retail Type Analysis - 2008

### 1 Bank

Completed Assessments : 266

Average number of customers per queue : 2.81

Average time spent queuing (minutes) 6.36

#### Type of Queue

Single Queue for Several Tills 79.3%

One queue per till 20.7%

#### Whether queuing time could have been reduced

51.5%

By opening more of the available tills? 60.6%

By bringing more staff to help at the tills? 32.8%

By other actions? 6.6%

#### Whether anything was done to reduce queuing time

8.6%

More tills were opened? 30.4%

A request for more staff was made? 21.7%

More staff were made available? 43.5%

Other actions were taken? 4.3%

Percentage of stores where customers appeared dissatisfied with being in a queue 16.9%

#### Quality of Customer Service provided to the customer

Customer was Greeted 85.7%

Customer received a Smile 69.5%

An apology was given for the queue delay? 29.7%

The member of staff was helpful 85.3%

## Retail Type Analysis - 2008

### 2 Post Office

Completed Assessments : 189

Average number of customers per queue : 6.01

Average time spent queuing (minutes) 8.60

#### Type of Queue

Single Queue for Several Tills 70.6%

One queue per till 29.4%

#### Whether queuing time could have been reduced

63.0%

By opening more of the available tills? 62.2%

By bringing more staff to help at the tills? 31.1%

By other actions? 6.7%

#### Whether anything was done to reduce queuing time

12.7%

More tills were opened? 45.8%

A request for more staff was made? 0.0%

More staff were made available? 41.7%

Other actions were taken? 12.5%

Percentage of stores where customers appeared dissatisfied with being in a queue 32.3%

#### Quality of Customer Service provided to the customer

Customer was Greeted 75.7%

Customer received a Smile 39.7%

An apology was given for the queue delay? 5.3%

The member of staff was helpful 77.8%

## Retail Type Analysis - 2008

### 3 Grocery Supermarket

Completed Assessments : 631

Average number of customers per queue : 3.81

Average time spent queuing (minutes) 5.87

#### Type of Queue

Single Queue for Several Tills 17.9%

One queue per till 82.1%

#### Whether queuing time could have been reduced

63.1%

By opening more of the available tills? 87.4%

By bringing more staff to help at the tills? 5.0%

By other actions? 7.5%

#### Whether anything was done to reduce queuing time

15.1%

More tills were opened? 80.0%

A request for more staff was made? 5.3%

More staff were made available? 8.4%

Other actions were taken? 6.3%

Percentage of stores where customers appeared dissatisfied with being in a queue 20.6%

#### Quality of Customer Service provided to the customer

Customer was Greeted 78.6%

Customer received a Smile 49.0%

An apology was given for the queue delay? 4.3%

The member of staff was helpful 67.2%

## Retail Type Analysis - 2008

### 4 Grocery Convenience Store

Completed Assessments : 197

Average number of customers per queue : 2.70

Average time spent queuing (minutes) 3.86

#### Type of Queue

Single Queue for Several Tills 37.0%

One queue per till 63.0%

#### Whether queuing time could have been reduced

43.1%

By opening more of the available tills? 65.9%

By bringing more staff to help at the tills? 25.9%

By other actions? 8.2%

#### Whether anything was done to reduce queuing time

8.2%

More tills were opened? 56.3%

A request for more staff was made? 12.5%

More staff were made available? 18.8%

Other actions were taken? 12.5%

Percentage of stores where customers appeared dissatisfied with being in a queue 9.1%

#### Quality of Customer Service provided to the customer

Customer was Greeted 78.2%

Customer received a Smile 47.7%

An apology was given for the queue delay? 6.6%

The member of staff was helpful 75.1%

## Retail Type Analysis - 2008

### 5 Liquor Store

Completed Assessments : 88

Average number of customers per queue : 2.27

Average time spent queuing (minutes) 3.07

#### Type of Queue

Single Queue for Several Tills 44.0%

One queue per till 56.0%

#### Whether queuing time could have been reduced

29.5%

By opening more of the available tills? 42.3%

By bringing more staff to help at the tills? 50.0%

By other actions? 7.7%

#### Whether anything was done to reduce queuing time

5.7%

More tills were opened? 40.0%

A request for more staff was made? 20.0%

More staff were made available? 0.0%

Other actions were taken? 40.0%

Percentage of stores where customers appeared dissatisfied with being in a queue 5.7%

#### Quality of Customer Service provided to the customer

Customer was Greeted 78.4%

Customer received a Smile 62.5%

An apology was given for the queue delay? 5.7%

The member of staff was helpful 85.2%

## Retail Type Analysis - 2008

### 6 Fast Food Outlet

Completed Assessments : 276

Average number of customers per queue : 3.04

Average time spent queuing (minutes) 4.42

#### Type of Queue

Single Queue for Several Tills 40.8%

One queue per till 59.2%

#### Whether queuing time could have been reduced

48.6%

By opening more of the available tills? 42.5%

By bringing more staff to help at the tills? 44.8%

By other actions? 12.7%

#### Whether anything was done to reduce queuing time

13.6%

More tills were opened? 35.1%

A request for more staff was made? 13.5%

More staff were made available? 35.1%

Other actions were taken? 16.2%

Percentage of stores where customers appeared dissatisfied with being in a queue 13.4%

#### Quality of Customer Service provided to the customer

Customer was Greeted 80.1%

Customer received a Smile 57.6%

An apology was given for the queue delay? 11.6%

The member of staff was helpful 76.4%

## Retail Type Analysis - 2008

### 7 Pharmacy / Drug Store

Completed Assessments : 170

Average number of customers per queue : 2.62

Average time spent queuing (minutes) 4.48

#### Type of Queue

Single Queue for Several Tills 48.4%

One queue per till 51.6%

#### Whether queuing time could have been reduced

40.6%

By opening more of the available tills? 47.8%

By bringing more staff to help at the tills? 40.6%

By other actions? 11.6%

#### Whether anything was done to reduce queuing time

14.1%

More tills were opened? 41.7%

A request for more staff was made? 16.7%

More staff were made available? 29.2%

Other actions were taken? 12.5%

Percentage of stores where customers appeared dissatisfied with being in a queue 11.2%

#### Quality of Customer Service provided to the customer

Customer was Greeted 85.3%

Customer received a Smile 67.1%

An apology was given for the queue delay? 8.8%

The member of staff was helpful 81.2%

## Retail Type Analysis - 2008

### 8 Bus Station Ticket office

Completed Assessments : 108

Average number of customers per queue : 3.51

Average time spent queuing (minutes) 3.21

#### Type of Queue

Single Queue for Several Tills 67.7%

One queue per till 32.3%

#### Whether queuing time could have been reduced

42.6%

By opening more of the available tills? 60.9%

By bringing more staff to help at the tills? 28.3%

By other actions? 10.9%

#### Whether anything was done to reduce queuing time

5.6%

More tills were opened? 66.7%

A request for more staff was made? 0.0%

More staff were made available? 16.7%

Other actions were taken? 16.7%

Percentage of stores where customers appeared dissatisfied with being in a queue 17.6%

#### Quality of Customer Service provided to the customer

Customer was Greeted 53.7%

Customer received a Smile 45.4%

An apology was given for the queue delay? 2.8%

The member of staff was helpful 75.9%

## Retail Type Analysis - 2008

### 9 Train Station ticket Office

Completed Assessments : 118

Average number of customers per queue : 5.18

Average time spent queuing (minutes) 6.43

#### Type of Queue

Single Queue for Several Tills 54.6%

One queue per till 45.4%

#### Whether queuing time could have been reduced

54.2%

By opening more of the available tills? 81.3%

By bringing more staff to help at the tills? 12.5%

By other actions? 6.3%

#### Whether anything was done to reduce queuing time

5.1%

More tills were opened? 66.7%

A request for more staff was made? 33.3%

More staff were made available? 0.0%

Other actions were taken? 0.0%

Percentage of stores where customers appeared dissatisfied with being in a queue 22.9%

#### Quality of Customer Service provided to the customer

Customer was Greeted 66.1%

Customer received a Smile 36.4%

An apology was given for the queue delay? 7.6%

The member of staff was helpful 75.4%

## Retail Type Analysis - 2008

### 10 Clothing Store

Completed Assessments : 327

Average number of customers per queue : 2.59

Average time spent queuing (minutes) 4.12

#### Type of Queue

Single Queue for Several Tills 35.5%

One queue per till 64.5%

#### Whether queuing time could have been reduced

43.7%

By opening more of the available tills? 58.0%

By bringing more staff to help at the tills? 33.6%

By other actions? 8.4%

#### Whether anything was done to reduce queuing time

10.1%

More tills were opened? 51.5%

A request for more staff was made? 15.2%

More staff were made available? 15.2%

Other actions were taken? 18.2%

Percentage of stores where customers appeared dissatisfied with being in a queue 13.8%

#### Quality of Customer Service provided to the customer

Customer was Greeted 81.0%

Customer received a Smile 68.5%

An apology was given for the queue delay? 7.3%

The member of staff was helpful 78.3%

## Retail Type Analysis - 2008

### 11 Department Store

Completed Assessments : 182

Average number of customers per queue : 3.06

Average time spent queuing (minutes) 4.37

#### Type of Queue

Single Queue for Several Tills 29.3%

One queue per till 70.7%

#### Whether queuing time could have been reduced

43.4%

By opening more of the available tills? 68.4%

By bringing more staff to help at the tills? 29.1%

By other actions? 2.5%

#### Whether anything was done to reduce queuing time

9.9%

More tills were opened? 83.3%

A request for more staff was made? 5.6%

More staff were made available? 5.6%

Other actions were taken? 5.6%

Percentage of stores where customers appeared dissatisfied with being in a queue 13.7%

#### Quality of Customer Service provided to the customer

Customer was Greeted 83.5%

Customer received a Smile 62.1%

An apology was given for the queue delay? 7.1%

The member of staff was helpful 70.9%