

# CONVENIENCE RETAIL

LAWA



EVALUATION # 460306

10-17-2017

SURVEY: CONVENIENCE  
RETAIL

LAX000

Los Angeles International Airport  
Los Angeles International Airport  
1 World Way  
Los Angeles CA 90045 US

Location: Los Angeles  
International Airport

## SECTIONAL SCORES

Section	This Evaluation	YTD Evaluation	+/-
Customer Experience	✖ 0%	--%	--%
First Impressions	✖ 0%	--%	--%
Service Experience	✖ 0%	--%	--%
Register Experience	✖ 0%	--%	--%

## PRESENTATION (NOT INCLUDED IN OVERALL SCORE)

Section	This Evaluation	YTD Evaluation	+/-
Presentation	✖ 0%	--%	--%

## % OF POSSIBLE POINTS



0%

This Evaluation



--%

Last Evaluation

## ICARE SECTIONAL SCORES

Section	This Evaluation	YTD Evaluation	+/-
Informative	✖ 0%	--%	--%
Courteous	✖ 0%	--%	--%
Approachable	✖ 0%	--%	--%
Responsive	✖ 0%	--%	--%
Efficient & Effec...	✖ 0%	--%	--%

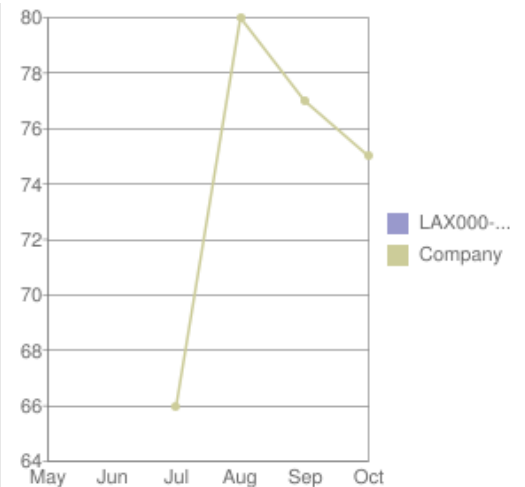
## LAX AVERAGE YTD BASED ON POSSIBLE POINTS

74%

60 Evaluations



## AIRPORT TREND VS. THIS LOCATION



QUESTION	SCORE	ANSWER
<b>At LAX, we strive to make our guest visits efficient, hospitable and memorable by providing modern, world-class facilities, services and innovation that showcase the ambiance and excitement of Los Angeles and the lifestyle and warmth of sunny Southern California. It's all about an LAXceptional Xperience.</b>		
<b>I - informative – showcasing all things LAX, its people, facilities, services and amenities</b>		
<b>C - Courteous – exuding excitement and the warmth of LA</b>		
<b>A - Approachable – creating exceptional memorable moments</b>		
<b>R - Responsive – demonstrating integrity and empathy</b>		
<b>E - Efficient &amp; Effective – respecting our guests' time and experiences</b>		
Store Name:		
Day:		
<b>Shop Date:</b>		
Weekday or weekend:		
What shift did you evaluate?		
Time Entered:		
Time Departed:		
# of customers:		
# of employees:		
<b>CUSTOMER EXPERIENCE 0% (0/42)</b>		
<b>FIRST IMPRESSIONS</b>		
Employee Name:		
Approximate Age:		
Approximate Height:		
Gender:		
Hair Color/ Length/Style:		
Other identifying features:		
(Approachable) Airport Security Badge OR Nametag Visible:	0/3	
1. (Approachable) Was the employee clean, neat and in appropriate attire?	0/3	
2.(Efficient & Effective) How long did it take for an employee to greet or acknowledge you from the time you entered the store?		
3. (Courteous) Were you greeted by the employee in a hospitable and memorable manner showcasing the lifestyle and warmth of sunny Southern California?	0/5	
4. What was the greeting used by the employee?		
<b>SERVICE EXPERIENCE</b>		
Was the employee with whom you interacted on the floor the same associate who greeted you? If not, please complete the next 8 fields.		
Employee Name:		
Approximate Age:		
Approximate Height:		
Gender:		
Hair Color/Style:		

Other identifying features:

Airport Security Badge OR Nametag Visible: 0/0

5. (Approachable) Was the employee clean, neat and in appropriate attire? 0/0

6. What was the open-ended product-related question you asked to assess the employee's product knowledge?

7. (Responsive) Were you presented the item you inquired about? 0/3

8. (Responsive) Did the employee suggest alternative or additional items? 0/5

9. (Responsive) Did the employee listen attentively to your question? 0/3

10. (Responsive) Did you feel the employee's primary goal was to serve the customers? 0/3

Please comment on questions 6-10:

## REGISTER EXPERIENCE

Did the same employee assist you both on the floor and at the register? If not, please complete the next 8 fields.

Employee Name:

Approximate Age:

Approximate Height:

Gender:

Hair Color/Style:

Other identifying features:

Airport Security Badge OR Nametag Visible: 0/0

11. (Courteous) Were you greeted by the employee in a hospitable and memorable manner showcasing the lifestyle and warmth of sunny Southern California? 0/0

12. (Courteous) What was the greeting used? Please include everything said by the employee during that initial interaction.

13. (Efficient & Effective) Was the employee accurate in handling the transaction? 0/3

14. (Responsive) At the time of transaction (register only) did the employee suggest any additional items? 0/0

15. (Efficient & Effective) How much time passed from the time you entered the line until your transaction was complete?

16. (Responsive) Were you offered a receipt without having to request it? 0/1

17. (Courteous) Were you thanked? 0/5

18. (Courteous) Were you offered a parting remark by the employee in a hospitable and memorable manner showcasing the lifestyle and warmth of sunny Southern California? 0/5

19. (Courteous) What was the parting remark?

20. What airport-related question did you ask?

21. (Informative) Did the employee demonstrate knowledge of the airport? 0/3

Please comment on questions 11-21:

**PRESENTATION 0% (0/21)**

**THIS SECTION IS NOT INCLUDED IN THE OVERALL SCORE**

22. Were the shelves fully stocked with merchandise?	0/3
23. Were shelves/product marked appropriately with prices?	0/3
24. Were the fixtures, floors, and interior clean?	0/3
25. Was the signage displayed in a clear and professional manner?	0/3
26. Were any boxes or clutter visible from stocking or merchandising?	0/3
27. Were any employees observed eating or any employee food or beverages visible?	0/3
28. Did you feel that the item you purchased was an acceptable value for the price paid?	0/3
Please comment on any no or negative answers under Presentation:	
Please comment on why you selected this rating.	
31. Based on this experience today, how likely are you to recommend LAX as an airport of choice to your friends and family?	

