

Lamps Plus Mystery Shop Summary and Requirements

Background

Lamps Plus has been a leader in the retail lighting industry for over 30 years. Their attention to customer experience is among their core values. Lamps Plus is interested if their locations meet the service and sales standards their customers have come to expect.

Summary

Your job as a mystery shopper is to report on your experience as a customer through an interaction with a sales associate, phone call and product return.



This assignment is date sensitive. You must visit on your assigned date.



You must visit between 10:00 AM and 6:45 PM (Weekdays Only).



This shop requires a second visit within 1-2 days to return your purchased merchandise.



You must record the entire Purchase Visit using any type of recording device (e.g. smartphone, digital recorder, etc.). *A \$5.00 bonus will be added to your shop fee, for this recording.



You may NOT bring children into the store with you.



Compensation: \$40 (\$20.00 purchase visit / \$20.00 return visit) – Plus a \$5.00 bonus for the audio recording.

*In a rare instance that a return visit is not required (please see #18), then compensation will be adjusted to \$20 plus up to \$5 in merchandise reimbursement.

This shop requires you to use a scenario (attached to your shop online). You MUST use the PURPOSE OF VISIT and OBJECTION/CONCERN from the scenario. You must also make a purchase of a specific item.

Requirements

By accepting this assignment, you are agreeing to complete the following requirements in order to receive compensation for the assignment.

Before the Visit

1. Read these instructions, the assigned scenario, required purchase list and review the blank shop form.
2. Note your assigned date. You MUST visit on your assigned date. If you need to reschedule, or have any questions before the shop, please contact your scheduler or call (866) 870-1251. You may also send an email to info@dynamic-advantage.com.
3. Record the name and description of all employees with whom you interact.
4. Remember, ALWAYS remain a mystery. Do not reveal yourself as a mystery shopper.

Purchase - Arrival

5. Record the time you arrive.
6. Make general observations about the exterior and interior store cleanliness.

Purchase – Recording

7. Make sure the recording device you are using is working properly, and ready prior to entering the store.
 - a. Please make sure that your recording device is covertly within the near proximity of the salesperson assisting you.
 - b. You may place your recording device in your chest pocket, outside purse pocket (not inside), etc. You may also hold your recording device if it is smartphone, but make sure it is not obvious that you are recording.
 - c. Please record the entire Purchase Visit, from the time you enter, and up until you walk out of the store; Do NOT stop recording at any time.

Purchase - Sales

8. You are permitted to bring pre-handwritten notes regarding your interests (from the scenario). Most customers do have notes. However, do NOT bring any printed materials from Dynamic Advantage or Lamps Plus into the store.
9. Browse the main showroom for 5-10 minutes. If you are NOT approached by a sales associate, approach an employee for assistance. You MUST interact with an employee.
10. Using the assigned scenario, present the PURPOSE OF VISIT to the sales associate. Make sure to think of some additional details to personalize the scenario if the associate asks, but do NOT include the brand name, product number, or price of the Target Items when presenting the purpose of visit
11. Do NOT lead the conversation; Allow the associate to narrow your interests and select an item by asking probing questions. Listen for questions regarding the PRODUCT, STYLE, FINISH and GLASS. Answers to these questions can be found in your scenario.
12. The sales associate should complete/mention the following. Listen/watch for the following:
 - a. Demonstrate in-store kiosk
 - b. Offer additional product or add-ons
 - c. Mention the Lamps Plus In-Home Program
 - d. Mention the Lamps Plus Installation Program (not available in the Oregon locations)
 - e. Introduce the Lamps Plus Rewards Program (or mention the Free 1-Year Extended Warranty).
13. The sales associate should narrow your search to one or more of the target items listed on your required purchase list. However, you may have to point one out.
 - a. The target items may be displayed in the store or found electronically in the in-store kiosk, depending on the layout.
 - b. Lamps Plus carries a variety of items (e.g. mirrors, vanities, dimmers, bathroom hardware such as towel bars, faucet and sink handles, and toilet paper holders, artwork, candleholders, etc.). If the salesperson suggests any of these extra things, you should express interest to see if this leads towards the target item or other items they may sell.
14. If the sales associate does not lead you to the Target Items right away, please say the following:
 - a. "I don't really like these ones. Do you have any others?"
 - b. "I looked on your website and saw some that I liked but don't see them on display. Do you have any other ones?"
15. If the sales associate is still not able to show you the Target Items, even after looking at other display areas and using the in-store kiosk (i.e. store computer/internet), please say the following:
 - a. "I want to think about it and want to look around the store some more first," in order for you to locate the Target Item. Once it is located, re-approach the sales associate, show him the product you are interested in, and say, "I really like these. Could you tell me more about them?"
16. If you cannot find the Target Items anywhere on display or on the in-store kiosk (i.e. store computer/internet), then you must provide the #SKU of the Target Items to the sales associate. But only do this once all the above options have been exhausted.
17. State the Purchase OBJECTION/CONCERN question from the scenario to the sales associate. Observe how the associate handles this.
18. Select ONE of the items from the scenario list for purchase.
19. If the Target Item you had selected is not available in-stock, but there is a display model on the sales floor, then ask the salesperson to purchase that display model instead.
20. In the RARE event that none of the items on your purchase list are available (both in the stockroom and on the display), make a small purchase to generate a receipt (e.g. cheapest light bulb available). Complete the cashier and phone call sections. However, do NOT return the item. Compensation will be adjusted to \$20 plus up to \$5 in merchandise reimbursement.
21. Record the name and description of the sales associate that assisted you.

Purchase – Cashier

22. Proceed to the register for your purchase.
 - a. We recommend using a credit card for all purchases. Some stores process cash refunds by dispatching a check 10-14 days after your return.
23. Make general observations about the checkout process.
24. Observe if the cashier (or salesperson) offers the Lamps Plus Rewards program.
 - a. California Locations Only: Note when the cashier offers the form to you (before or after you receive your receipt).
 - b. If asked, you MUST state you are NOT a member (and not aware of the program).
 - c. If offered, you MUST go through the process of signing up as a member (even if you are already a member).
 - This may trigger them to point out you are already a member. Just mention you forgot.
25. Record the name and description of the cashier.
26. Obtain a purchase receipt.

Return

25. Make a copy of (or scan) your purchase receipt before attempting the return.
27. Return to the same location with your item and receipt within two days. Do NOT return on the same day. You may visit any day/time the store is open (including weekends).
28. Enter the store and wait 5 minutes to be assisted. If you are not approached by a sales associate, approach an employee for assistance.
29. State you want to return the item.
30. If you are asked for a reason, state you did not like the way it looked in your house (give a reason to indicate you might be happier with a different style, allowing the employee to try to upsell you to a different product). Observe if the associate attempts to suggest another item.
31. Make general observations about the return process.
32. Obtain a return receipt.
33. Record the name and description of the return sales associate.

Phone Call

34. Do not complete the phone call until after the return is complete.
35. After departing the location, make a quick phone call to test for etiquette.
36. Ask a simple question that doesn't require research (e.g. store hours, location address, etc.).
37. If the employee does not state his/her name, please ask for it.

After the Visit

38. Submit your visit survey online within 24 hours of your return visit.
39. Upload your receipts (both purchase and return receipts) to the survey (you can scan or take clear pictures of them to attach). If you do not have this ability, you may fax them to (818) 238-1257.
40. Regarding the Audio recording, if you are filling out the report through the iSecretShop app, there will not be an area to attach the recording visible to you, unless you fill out the report through a computer. If that's the case you may send the audio recording file to the Lamps Plus editor janp@dynamic-advantage.com . If you have multiple audio files, you may have to send them separately, as the file size may be too big and would then prevent the email from being sent.
41. If emailing does not work, you can use www.Dropbox.com, www.Google.com/drive, or www.WeTransfer.com in order to send me the files (usually if the file size is more than 2 GB). Please let me know.