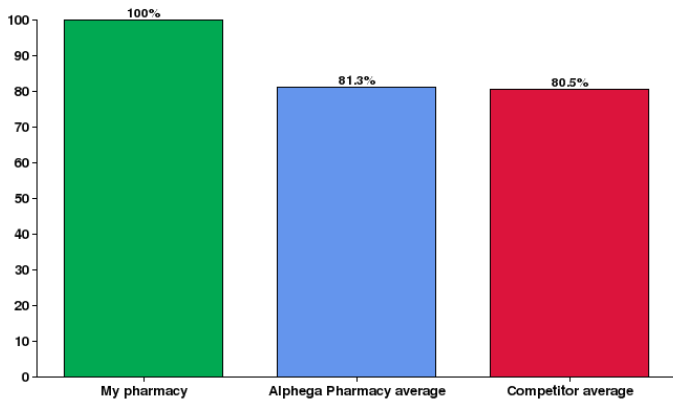


Job ID: 5972131
 Date of visit: 02/06/17
 Amount spent: £5.58
 Time of visit: 12:00 -> 12:20

This visit

My pharmacy 100.0%	Alphega Pharmacy average 81.3%
Competitor average 80.5%	WWHAM score 100.0%

Categories	Actual score	Possible score	%
Pharmacy environment	7	7	100.0
Pharmacy appearance	4	4	100.0
Layout, signage and merchandising	3	3	100.0
Specific team behaviours	26	26	100.0
Staff appearance	1	1	100.0
Acknowledgement, approach, apology	1	1	100.0
Greeting and initial enquiry	4	4	100.0
WWHAM	5	5	100.0
Advice	12	12	100.0
Upselling	1	1	100.0
Completing the transaction	2	2	100.0
Overall experience and customer service	3	3	100.0
Overall experience and customer service	3	3	100.0
OVERALL	36	36	100.0



If you have any queries relating to this report, please call the support team on 01908 824898 or email rosemary.turner@marketforce.com. When contacting the support team, please quote your Job ID, location name and the question numbers you are querying. **IMPORTANT:** The support team can only resolve basic queries - all others will be referred to Alphega Pharmacy on 0203 0448969.



Categories	My pharmacy	Alphega Pharmacy avg	Competitor avg
Pharmacy appearance	100.0%	97.2%	99.4%
Layout, signage and merchandising	100.0%	85.6%	95.6%
Staff appearance	100.0%	99.0%	100.0%
Acknowledgement, approach, apology	100.0%	81.8%	76.5%
Greeting and initial enquiry	100.0%	93.1%	91.1%
WWHAM	100.0%	65.8%	63.1%
Advice	100.0%	78.3%	76.8%
Upselling	100.0%	39.0%	31.0%
Completing the transaction	100.0%	97.1%	100.0%
Overall experience and customer service	100.0%	73.0%	69.6%
What was purchased?	0.0%	0.0%	0.0%

top Pharmacy appearance (4 out of 4) 100.0%	
1	On your approach, did you feel that the outside of the pharmacy provided an uncluttered and professional appearance?
	Yes (1) No (0)
2	Was the interior of the pharmacy clean and tidy?
	Yes (1) No (0)
3	Were the aisles free from obstructions?
	Yes (1) No (0)
4	Were the shelves tidy and well stocked?
	Yes (1) No (0) N/A - I visited a 100 hour health centre (n/s)

top Layout, signage and merchandising (3 out of 3) 100.0%	
5	Were the different sections of the pharmacy clearly identifiable?
	Yes (1) No (0)
6	Were all products that you saw priced clearly?
	Yes (1) No (0)
7	Was it easy to identify products on promotion within the pharmacy?
	Yes (1) No (0) <i>The products on promotion were clearly marked with different stickers and placed together in a separate location.</i>

top Queues and waiting times (non-scoring)	
8	How many people were queuing at the counter?
	0 (n/s) 1 (n/s) 2 (n/s) 3 (n/s) 4 (n/s) 5 (n/s) 6 (n/s) 7 (n/s) 8 (n/s) 9 (n/s) 10+ (n/s)
9	How long did you have to wait?
	0-3 minutes (n/s) 4-6 minutes (n/s) 7 + minutes (n/s) N/A - I did not have to wait (n/s) <i>I was called upon in 30 seconds.</i>

top Staff appearance (1 out of 1) 100.0%	
10	Were all members of staff smartly presented?
	Yes (1) No (0)

top Acknowledgement, approach, apology (1 out of 1) 100.0%	
11	When entering/browsing around the pharmacy, did any staff member acknowledge you with eye contact and a smile?
	Yes (1) No (0) N/A - Members of staff were busy dealing with other customers (n/s)
12	Considering the number of customers, were you served in a timely manner at the counter?
	Yes (1) No (0)
13	If there was a queue or a delay at the counter, did you receive an apology or were you thanked for waiting?
	Yes (2) No (0) N/A - There was no queue or delay (n/s)

top Greeting and initial enquiry (4 out of 4) 100.0%	
14	Did the staff member greet you in a genuine and friendly manner?
	Yes (2) No (0)
15	When you made your enquiry was it dealt with in a friendly and caring manner?
	Yes (2) No (0) <i>The staff member asked me about the symptoms and how long was my nephew having the issue. The staff member appeared attentive throughout the interaction and I was provided with a friendly service.</i>

top WWHAM (5 out of 5) 100.0%	
16	Did the Pharmacist/Assistant ask you the following:
	<i>Who the medicine was for :</i> Yes (1) No (0) <i>To describe the symptoms :</i> Yes (1) No (0) <i>How long you have had the symptoms :</i> Yes (1) No (0) <i>If you had used anything to relieve the symptoms :</i> Yes (1) No (0) <i>If you take any other medication :</i> Yes (1) No (0)
17	Did you answer 'Yes' to all five elements of the question 'Did the Pharmacist/Assistant ask you the following:'?
	Yes (n/s) No (n/s)

top Advice (12 out of 12) 100.0%	
18	Did the staff member recommend a product that suited your needs?
	Yes (10) No (0)
20	Please select the brand names of the product(s) recommended to you:

	<p>Strepsils (n/s) Tyrozets (n/s) Dequadin (n/s) Locketts (n/s) Halls Soothers (n/s) Ultra Chloraseptic (n/s) Difflam (n/s) Paracetamol tablets (n/s) Ibuprofen tablets (n/s) Other (n/s) N/A - a product was not recommended (n/s) <i>Locketts, Halls Soothers and Paracetamol tablets.</i></p>
21	Did the staff member advise you on how to use the product(s)?
	<p>Yes (n/s) No (n/s)</p>
22	Did you feel confident about the product/advice you received?
	<p>Yes (2) No (0)</p>
23	Were you offered any extra advice about the product you chose to purchase?
	<p>Yes (n/s) No (n/s) N/A - I was recommended not to purchase a product (n/s)</p>

top	Upselling (1 out of 1) 100.0%
24	Were you recommended any additional products?
	<p>Yes (1) No (0) N/A - I was recommended not to purchase a product (n/s) <i>Locketts, Halls Soothers and Paracetamol tablets.</i></p>
25	Were you offered or informed of any additional services while you were in the pharmacy today?
	<p>Yes - and I signed up to one or more of the services (n/s) Yes - but I decided not to take up the offer (n/s) No - I was not informed of any additional services (n/s) <i>I was not informed of any additional services.</i></p>

top	Completing the transaction (2 out of 2) 100.0%
26	Were you offered a receipt with your purchase?
	<p>Yes (n/s) No (n/s)</p>
27	Did the staff member process the transaction in a friendly and efficient way?
	<p>Yes (n/s) No (n/s)</p>
28	Did the staff member thank you for your visit or bid you a goodbye?
	<p>Yes (2) No (0)</p>

top	Overall experience and customer service (3 out of 3) 100.0%
29	Please name and describe the member(s) of staff who served/helped you with your enquiries.
	<i>Female, about 5 feet 3 inches tall, with short, black hair and was wearing glasses. No name badge was worn.</i>
30	Based on your most recent visit, on a scale of 0 to 10, where 0 is not at all likely and 10 is extremely likely, how likely is it that you would recommend this pharmacy to a friend or colleague?

	0 (n/s) 1 (n/s) 2 (n/s) 3 (n/s) 4 (n/s) 5 (n/s) 6 (n/s) 7 (n/s) 8 (n/s) 9 (n/s) 10 (n/s)
31	Based solely on your experience and interaction with the members of staff, and if you were in the area, would you return to this pharmacy?
	Yes (n/s) Maybe (n/s) No (n/s) <i>Given I had a good experience with my visit today and did not face any issues, I would be likely to return to this pharmacy.</i>
32	What was your personal impression of the overall service you received on your visit today?
	Excellent - The service I received could not have been better (3) Good - I was happy with the level of service I received (2) Average - The service I received was adequate (1) Poor - The service I received was disappointing (0) <i>The pharmacy was neat and appeared well maintained. The staff member was friendly and provided a good service. I did not face any issue with my visit today.</i>
33	Did any of the staff members deliver exceptional service?
	Yes (n/s) No (n/s) N/A - I answered 'No' to the WWHAM category (n/s)
34	Please describe your overall experience from start to finish.
	<i>The pharmacy appeared neat and well presented. As I entered the pharmacy, I noticed it to be fully stocked and well laid out. The staff member was busy serving other customers. As I approached the counter, the staff member was about to finish serving a customer. So I was called upon immediately. When I mentioned about the issue, I was asked about the symptoms, how long the issue had been for and if any other medication was used. I was then recommended medicines accordingly. The transaction was then completed promptly without any delay. I was thanked as I left the counter. On the whole, I had a good experience with my visit today.</i>
35	What was the best part of your experience today?
	<i>The pharmacy was fully stocked and well laid out. I would rate the presentation of the pharmacy as the best part of my experience today.</i>
36	Was there anything that could have been done to improve your experience today?
	No (n/s) Yes (n/s)

top	Local competition (non-scoring)
37	If you had not visited this pharmacy, where would you have gone to make a similar purchase and why?
	Boots (n/s) Lloydspharmacy (n/s) Supermarket (n/s) Other (n/s) <i>I usually go to the Supermarket near my place as it is open 24 hours as well as for the wide range of products available.</i>

top	What was purchased? (non-scoring)
38	What did you purchase today? Full name and product size required.
	<i>Locketts Cranberry and Blueberry 41g, 2 Colgate Triple Action 100ml, Gillette Foam 200ml, Right Guard Total Defence 150ml and Super Playboy 150ml.</i>

top	Pharmacist (non-scoring)
39	Did you have any interaction with the Pharmacist?
	Yes (n/s) No (n/s) Not sure (n/s)