



DEBENHAMS

STYLING THE NATION

SATISFACTION SURVEY

To obtain feedback from key members of Management in Debenhams, Oxford Street regarding the benefits and effects of using OSCAR CONSULTANCY from 8th November 2007 through 22nd December 2007. During this period the facilitators were placed as Customer Service Specialists to remain static on one position to meet, greet and assist customers and management where possible. They were also required to give feedback regarding the level of service given by Debenhams staff in order to pinpoint weaknesses and training issues in line with company KPIs.

NAME: **Marcus Appleton**

DATE: **9.1.08**

POSITION: **Senior Store Manager**

OBJECTIVE	Achieved	N/A
1) Assisting the customers		
• Create a polite, friendly and welcoming environment	✓	
• Eye contact, smile, greeting, friendly comment	✓	
• Offer assistance if customer 'looks' like they may need it	✓	
• Direct to correct floor if query does not relate to floor	✓	
• Customer conflict management – listen, sympathise, apologise, resolve by contacting Sales Manager or Store Retail Trainer as required	✓	
• Shopping time optimised	✓	
• Less frustrated customers	✓	
2) Assist the Managers/Supervisors		
• Urgent recovery required on a specific area	✓	
• Dealing with customers queries to conclusion where possible	✓	
• Time freed up	✓	
3) Observe and Feedback		
• Fill out feedback forms at the end of each day and forward to Oscar Consultant to be forwarded and discussed with Store Management	✓	

STRATEGY	Achieved	N/A
• Oscar facilitators positioned at key points on 4 different floors	✓	



BENEFITS OF USING OSCAR CONSULTANCY SERVICES	Agree	N/A
1) Facilitators		
• Follow briefs, execute and achieve objective quickly and efficiently	✓	
• Conduct themselves in a professional and courteous manner at all times	✓	
• Desired level of appearance	✓	
• Good working knowledge of the store	✓	
• Clear and thorough understanding of staff requirements and company KPIs	✓	
• A uniform experience given	✓	
• Customer Service focused	✓	
• Multi tasking	✓	
• External and therefore solely focused on objectives and requirements	✓	
• Staff are example led in required levels of customer service –indirect training	✓	
• Trained in conflict management	✓	
2) Management of Facilitators		
• Clear lines of communication with 360 degree management	✓	
• Designated line managers trained to give consistent high levels of service	✓	
• Adhoc gap filling with store management	✓	
3) Management Consultancy		
• Solution focused and result driven	✓	
• Identify and understand in-store performance gap	✓	
• Active regularly in store	✓	
• Implement real time changes in requirements efficiently and effectively	✓	
• Regular update meetings with both Store Trainer and Store Manager	✓	
• Recommendations offered and actioned where required and applicable	✓	
• Clear perspectives of retail offering empathy, direction and confidentiality, but also remaining external and impartial	✓	
• Able to work with store with ease offering support at all times	✓	



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BENEFITS TO DEBENHAMS	Achieved	*Potential	N/A
• Increased ATU		✓	
• Increased ATV		✓	
• Increased turnover		✓	
• Increased number of account openings		✓	
• Higher refund to exchange conversion rate		✓	
• Convert more browsers to customers	✓		
• Higher return rate of customer attendance	✓		
• Promotion of sales, and special events		✓	
• Management time freed up	✓		

*Potential due to length of contract

Do you think Oscar Consultancy Services achieved the desired objectives? **Yes**

What areas do you think gained the most benefit from using Oscar Consultancy Services?

All. A good increase in flow around the store

Would you use Oscar Facilitators in the future? **Yes**

If so, what areas would you like to use them for?

On the ground floor

Would you use Oscar Consultancy Training in the future? **Yes**

If so, what areas would you like to use them for?

To support retail – excellent. Good knowledge to aid further

Further Comments/Overall Experience:

Very good. Professional

Signed: **Marcus Appleton**

(Original on file)