





Considerations on the evaluation of the indicators in the report:

- Indicators are evaluated through perception and the evaluation results range from 0 (zero) to 10 (ten).
- Indicators translate the items that will be evaluated.
- The difference of degree, less than 1%, was disregarded.

Index: Degree that represents the perception of **all** respondents about **all** evaluated indicators per item.

Strong Point and Weak Point: With the index and the standard deviation of respondents' perception, we find the **maximum and minimum degrees of respondents' perception**. Indicators above maximum degree are the **Strong Points** and the ones below are the **Weak Points**.

Indicators considered **Strong Points** or **Weak Points** are found without association with defined degrees.

Minimum Ideal per Indicator: In the existence of Weak Point(s) the degree is found to know the percentage of necessary improvement to **eliminate** it. In this case, some indicators that **are not initially Weak points suffer influence** of perception and now need to be worked on. In the absence of Weak Point(s), the Minimum Ideal per Indicator is the minimum degree of the group's perception.

Below the expression "**Indicator(s) to be worked on**" are the indicators that need to be worked on (Weak Point(s) that suffered the influence of perception). The percentage is calculated through the **indicator's degree** by **Minimum Ideal per Indicator degree**.

Critical Factor: When there is sharp divergence of perception between items.

General Index: Degree that represents all respondents' perception about all evaluated indicators in the Survey.

Perception of clients about the stores of a company

INDICATORS	COMPANY – 10.500 clients													
	STORES													
	1	2	3	4	5	6	7	8	9	10	11	12	13	14
Store Welcoming	8,14	7,01	7,66	6,57	6,87	6,14	7,86	6,74	6,22	7,38	7,62	7,87	8,00	7,34
Salespeople presentation	7,03	6,23	7,07	7,04	7,44	6,34	6,74	7,82	6,54	7,61	6,88	7,38	8,58	6,76
Salesperson's knowledge	8,08	7,55	6,88	6,44	7,06	5,86	8,03	7,11	6,36	7,73	6,68	7,46	8,06	6,86
Salesperson's interest	8,18	8,13	6,80	6,73	8,03	6,18	8,49	7,71	6,03	8,18	6,72	7,76	8,29	7,33
Assistance in your decision	4,58	6,96	7,98	6,04	6,35	5,03	6,76	7,57	5,98	5,65	7,09	6,13	6,58	7,24
Products price	6,08	6,57	6,81	5,66	6,08	5,08	6,10	6,88	5,23	6,08	6,13	5,13	6,31	6,46
Products quality	7,33	7,02	6,84	6,11	7,07	6,01	6,64	6,98	6,01	6,78	7,20	7,09	7,49	6,48
Products display	8,70	7,86	7,76	7,28	7,31	6,60	7,95	8,53	6,92	7,55	7,79	7,66	8,51	7,68
Comfort of the store	8,05	7,70	7,57	7,45	7,14	5,87	7,28	7,58	5,80	7,95	7,72	6,66	7,91	7,12
Products fashion trend	7,21	8,88	7,48	7,08	7,14	6,66	8,23	8,26	6,21	7,37	6,58	6,72	7,45	7,06
Loyalty to the store	5,97	7,65	7,63	6,89	6,13	5,04	6,07	8,51	4,67	7,08	6,94	7,15	6,16	6,68
Store Index	7,30	7,24	7,41	6,63	6,97	6,04	7,50	7,41	6,02	7,22	7,11	7,07	7,70	7,17
Minimum Ideal per Indicator	7,12	7,15	7,08	6,55	7,02	5,86	6,74	7,51	5,96	7,30	6,84	7,03	7,49	7,16
INDICATOR(S) TO BE WORKED ON														
Store Welcoming		2%			2%			10%						
Salespeople presentation	1%	13%												6%
Salesperson's knowledge			3%	2%				5%			2%			4%
Salesperson's interest			4%								2%			
Assistance in your decision	36%	3%		8%	10%	14%				23%		13%	12%	
Products price	15%	8%	4%	14%	13%	13%	9%	8%	12%	17%	10%	27%	16%	10%
Products quality		2%	3%	7%			1%	7%		7%				9%
Products display														
Comfort of the store									3%			5%		1%
Products fashion trend											4%	4%	1%	1%
Loyalty to the store	16%				13%	14%	10%		22%	3%			18%	7%

Results in columns: **Strong Points** and **Weak Points**

Comparison between stores under perception of all clients

INDICATORS	COMPANY – 10.500 clients													
	LOJAS													
	1	2	3	4	5	6	7	8	9	10	11	12	13	14
Store Welcoming	8,14	7,01	7,66	6,57	6,87	6,14	7,86	6,74	6,22	7,38	7,62	7,87	8,00	7,34
Salespeople presentation	7,03	6,23	7,07	7,04	7,44	6,34	6,74	7,82	6,54	7,61	6,88	7,38	8,58	6,76
Salesperson's knowledge	8,08	7,55	6,88	6,44	7,06	5,86	8,03	7,11	6,36	7,73	6,68	7,46	8,06	6,86
Salesperson's interest	8,18	8,13	6,80	6,73	8,03	6,18	8,49	7,71	6,03	8,18	6,72	7,76	8,29	7,33
Assistance in your decision	4,58	6,96	7,98	6,04	6,35	5,03	6,76	7,57	5,98	5,65	7,09	6,13	6,58	7,24
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Loyalty to the store	5,97	7,65	7,63	6,89	6,13	5,04	6,07	8,51	4,67	7,08	6,94	7,15	6,16	6,68
Store index	7,30	7,24	7,41	6,63	6,97	6,04	7,50	7,41	6,02	7,22	7,11	7,07	7,70	7,17

Results in lines:

Strongest perceptions

Weakest perceptions

Critical indicators: Sharp divergence between strongest and weakest perceptions.