





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.

1) Clients' Purchase Experiences in a Supermarket

Process:

- 1) E1: First Evaluation of Clients' Purchase Experiences.
- 2) Plan of Action to improve clients' experience.
- 3) E2: Second Evaluation of Clients' Purchase Experiences.

Clients		
Indicator	Grade	
	E1	E2
Store general cleanse	6,23	6,34
Offered products	5,93	6,31
Products quality	6,00	5,95
Mobility area	6,05	6,54
Employee's customer service	6,02	6,64
Employee's presentation	5,97	6,24
Variety of products	6,03	6,16
Loyalty to the store	5,25	6,35
Comfort and Technology of the store	4,39	6,14
Butchery	5,64	6,36
Bakery	6,06	6,55
Dairy	6,51	5,98
Fruit & Vegetables	6,03	6,18
Products display on shelves	5,96	6,22
Offers	5,95	5,77
Products' price	4,99	5,13
Reliability	7,95	5,79
Store Index	5,91	6,13
Minimum Ideal per Indicator	5,95	6,15
INDICATOR(S) TO BE WORKED ON		
Store general cleanse		
Offered products		
Products quality		3%
Mobility area		
Employee's customer service		
Employee's presentation		
Variety of products		
Loyalty to the store	12%	
Comfort and Technology of the store	26%	
Butchery	5%	
Bakery		
Dairy		3%
Fruit & Vegetables		
Products display on shelves		
Offers		6%
Products' price	16%	17%
Reliability		6%

Strong points and **Weak Points**

Notes:



- Experience 1: 2640 clients.
- Experience 2: 2440 clients.

Comparing results from Experience 1 (E1) to Experience 2 (E2):

1) **Store Indices:** (E1 = 5,91 and E2 = 6,13): grew 4%

2) **INDICATOR(S) TO BE WORKED ON**

INDICATOR(S) TO BE WORKED ON	E1	E2	E1 TO E2	% TO BE WORKED ON
Products quality		3%	-1%	3%
Loyalty to the store	12%		17%	ACHIEVED
Comfort and Technology of the store	26%		29%	ACHIEVED
Butchery	5%		11%	ACHIEVED
Dairy		3%	-9%	8%
Offers		6%	-3%	6%
Products' price	16%	17%	3%	17%
Reliability		6%	-37%	27%

NOTES: **% TO BE WORKED ON**: GOAL FOR NEXT PERIOD.