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# 20/20 Insight Special Confidential Report

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## Cover to Cover Books

June 3, 2006

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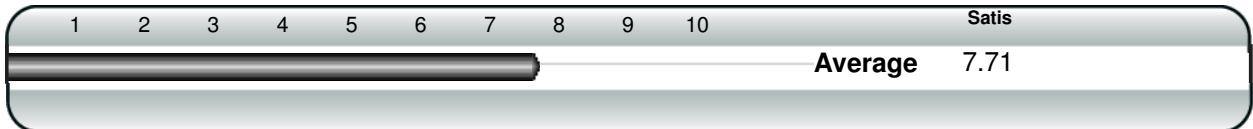
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This report section displays all category scores.

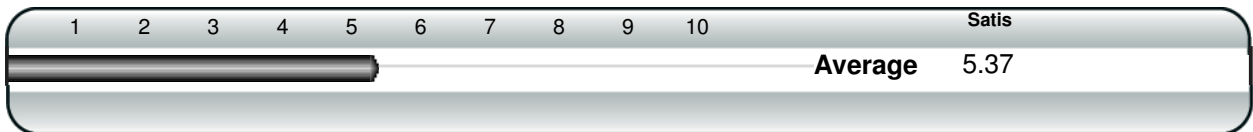
Results are displayed both as a bar graph and in numerical form. The category names appear on the left side of the page.

Column 1: Displays scores for the primary scale from highest to lowest. It represents the average of all item scores within each category; the bar graph also shows these averages.

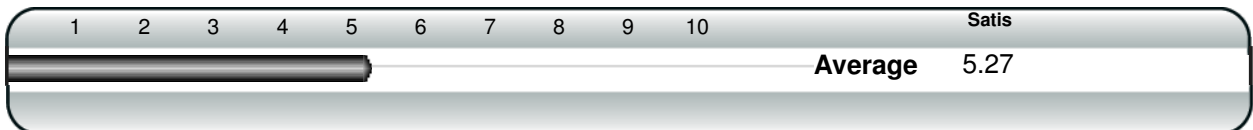
### Store Appearance



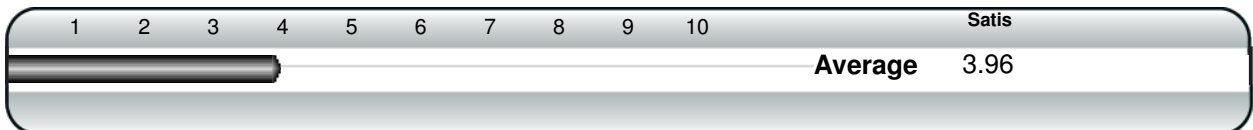
### Pricing and Payments



### Courtesy and Communication



### Customer Focus and Commitment



Item Ratings - Relationships/Comments

This section displays detailed information about the individual items, organized by category.

Results are displayed both as a bar graph and in numerical form.

The category name appears on the left, and the items related to the category are listed in the order in which they appeared in the assessment.

Directly beneath each item statement is the distribution of ratings, which shows the number of respondents who gave ratings at each point on the scale (e.g., 2 people may have given a rating of 4, 3 people gave a rating of 5, etc.).

The horizontal bar graphs and corresponding number to the right display the item score on the primary scale, based on the relationship type. The first bar shows the overall score from all respondents. The remaining bars show the average ratings given by each rater relationship (e.g., peer, manager, etc.).

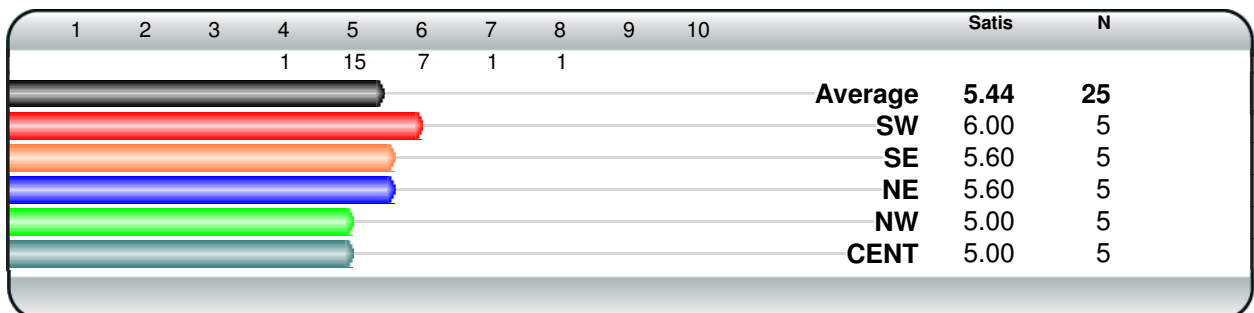
Column 1: Displays the scores for each item on the primary scale.

Column 2: Displays the total number of individuals who rated this item. This number can vary across items because some respondents may have skipped some items.

If any respondents wrote comments about a particular item, the comment appears immediately below the bar graphs. Each dash (-) represents a comment from a different person. This section may be customized to group comments by rater relationship.

**Pricing and Payments**

**1. Charges a reasonable price.**



**What you DON'T LIKE: - Behaviors or conditions that bother you and why**

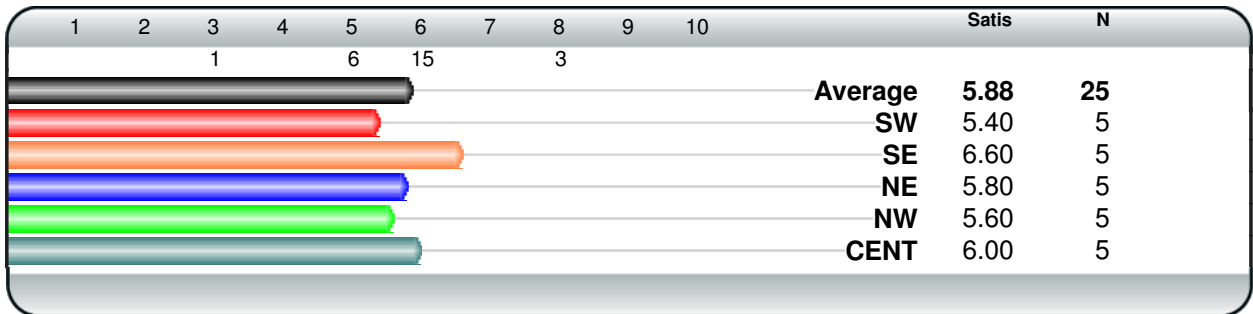
- Prices could be lower. Sometimes I feel they are overpriced.
- Prices could be a little lower.
- Their prices are a little higher than if I go to a discount department store, but their selection is much better.

**What you WANT: - Improvements that you desire**

- Offer more sales.
- I'd like to see more discounts.

Item Ratings - Relationships/Comments

2. Has clear and understandable pricing policies.



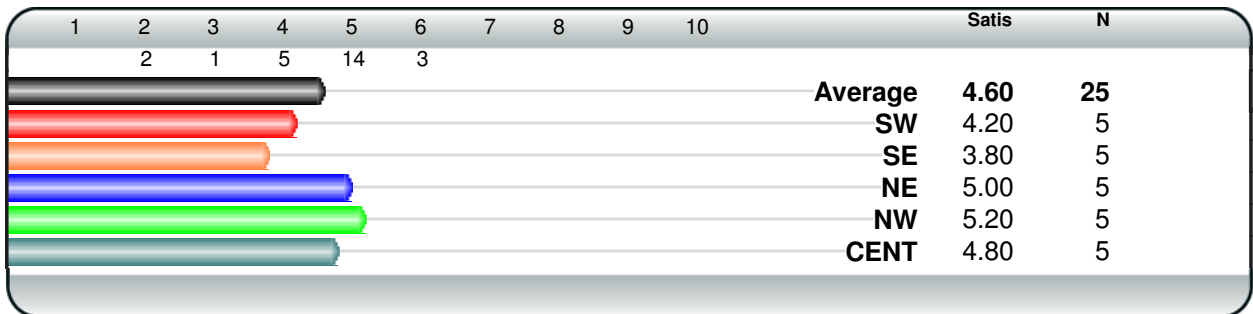
What you DON'T LIKE: - Behaviors or conditions that bother you and why

- I haven't heard anything about why they price things the way they do.

What you WANT: - Improvements that you desire

- More customer education available about store policies.

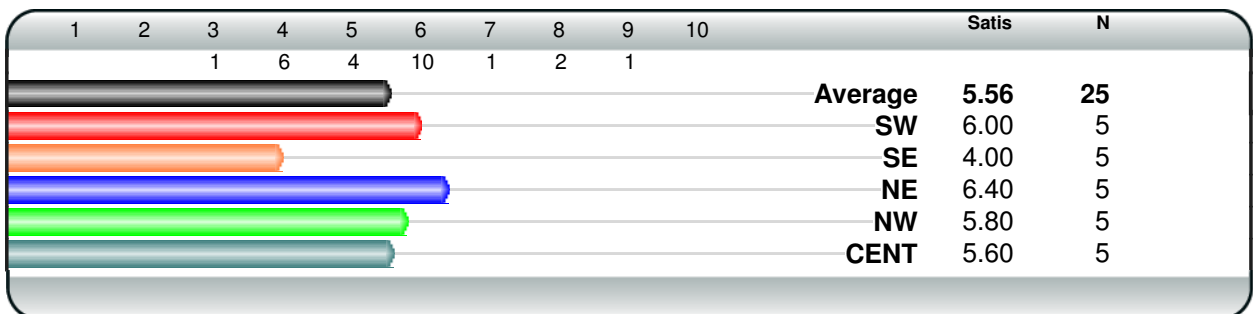
3. Offers discounted prices from time to time.



What you DON'T LIKE: - Behaviors or conditions that bother you and why

- Hardly ever do I see discounts.
- Not often enough.

4. Provides incentives for shopping at their stores.



What you DON'T LIKE: - Behaviors or conditions that bother you and why

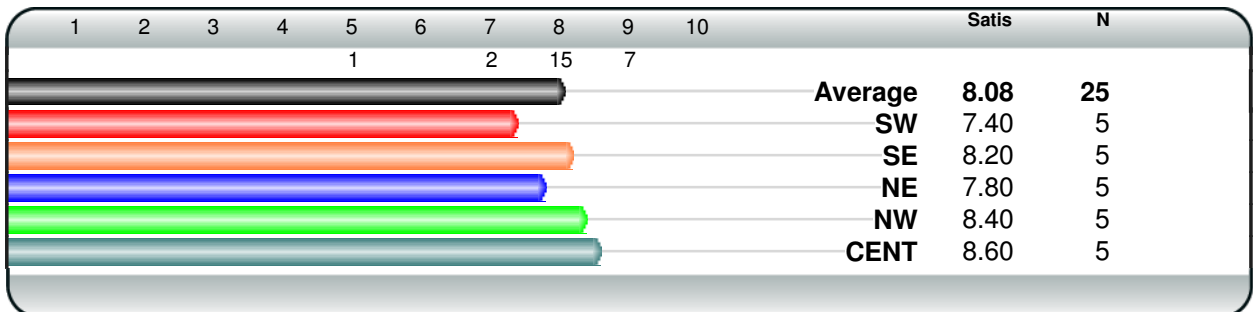
- I don't see many special offers or promotions.

What you WANT: - Improvements that you desire

- Maybe a special for regular customers, or to draw new ones in.

Store Appearance

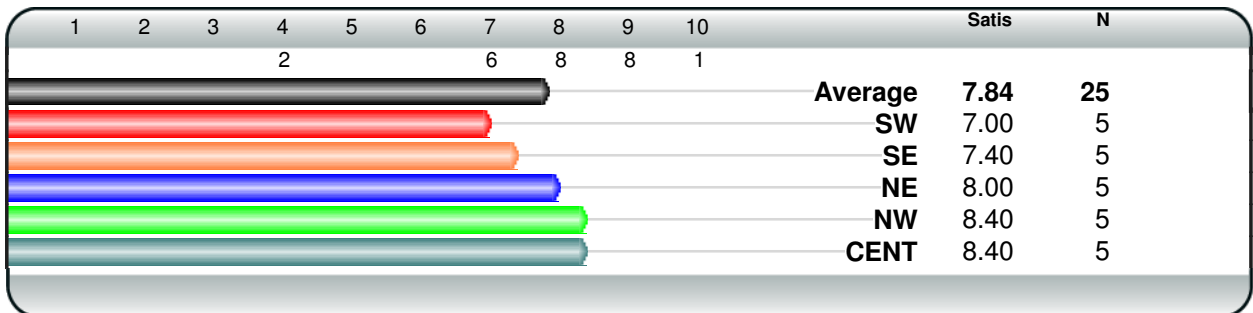
5. The stores have an inviting atmosphere.



What you LIKE: - Behaviors or conditions you hope will continue

- I like being able to sit and have a cappuccino right there in the store.
- Good layout, and like the music. Very relaxing place to browse & shop.
- Like the decor, the classical music, and the overstuffed chairs.

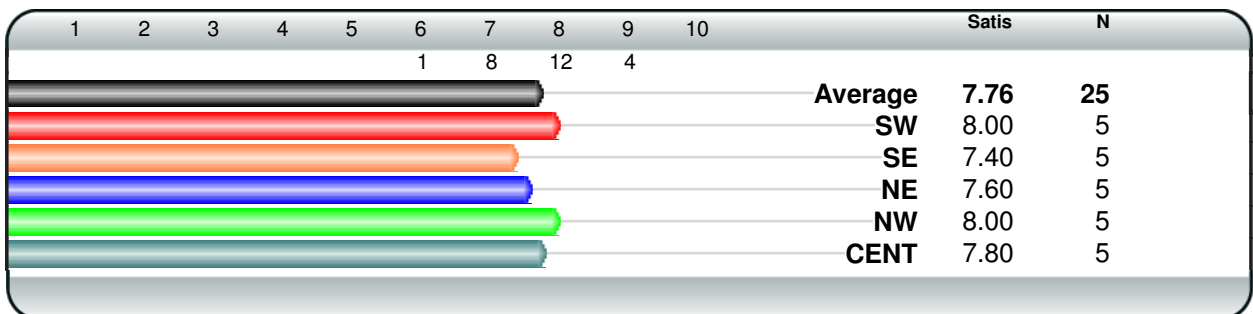
6. There are ample comfortable places to sit and read.



What you LIKE: - Behaviors or conditions you hope will continue

- Great chairs and desks.

7. The stores are well organized with a clear layout.

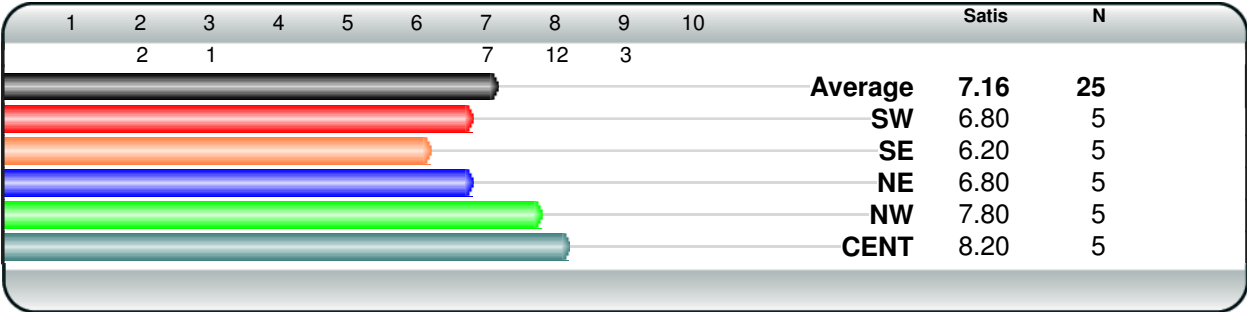


What you LIKE: - Behaviors or conditions you hope will continue

- They have a lot of signs to designate the different areas.

Item Ratings - Relationships/Comments

8. Books are categorized and shelved in a way that is easy to find the titles I need.

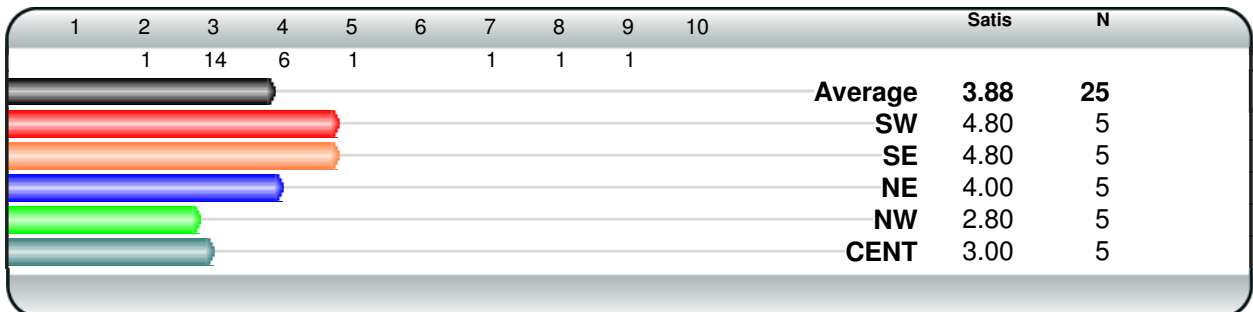


What you LIKE: - Behaviors or conditions you hope will continue

- I have an easy time finding what I need. Things are clearly labeled and always in alphabetical order on the shelf.

**Customer Focus and Commitment**

**9. Makes customer satisfaction their top priority.**



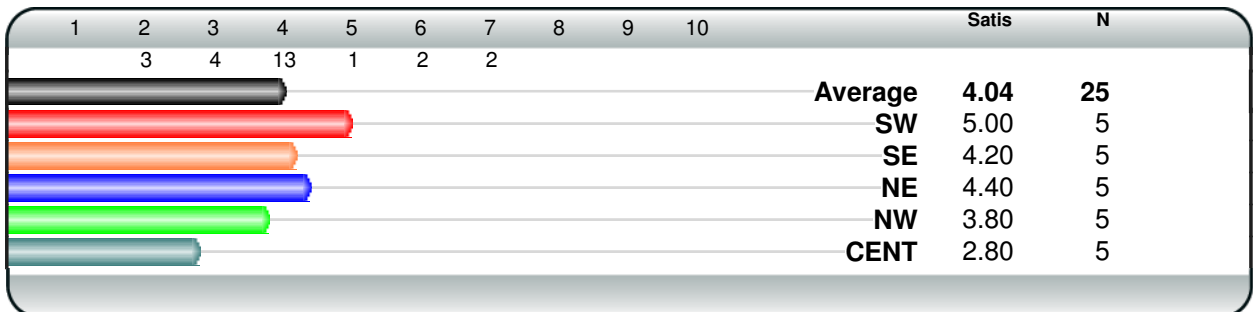
**What you DON'T LIKE: - Behaviors or conditions that bother you and why**

- *I don't think they are as focused on the needs of the customer as they are on making a good impression to their management.*
- *I think they spend too much time on the store appearance, and not the customer. I am not greeted, nor do I get asked if I need help.*

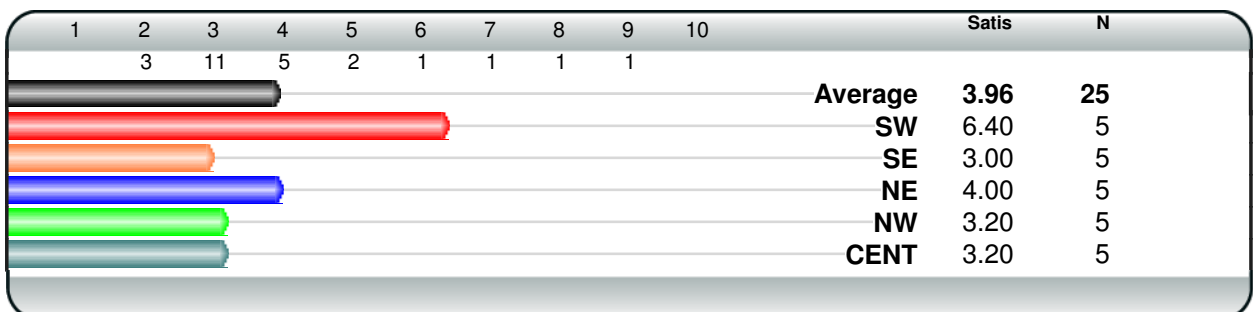
**What you WANT: - Improvements that you desire**

- *More interaction with customers by the staff.*

**10. Goes out of their way to meet our needs.**



**11. Keeps our best interests in mind.**



**What you DON'T LIKE: - Behaviors or conditions that bother you and why**

- *I think they need to focus more on the customer's needs.*

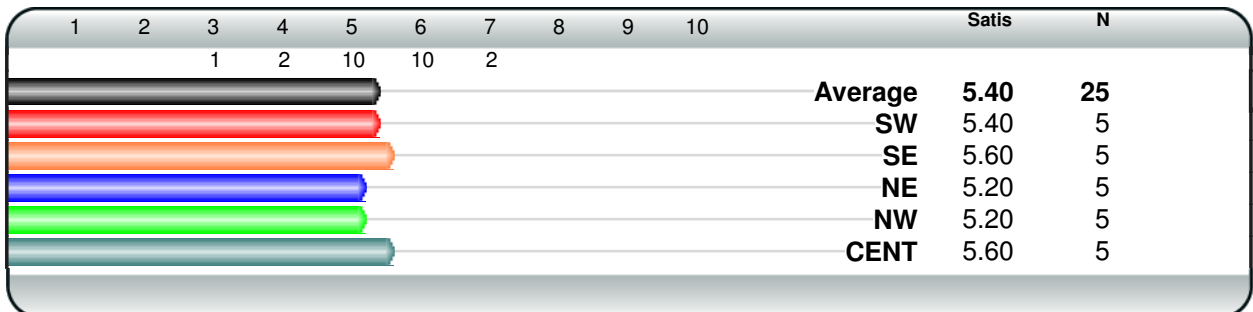
**What you WANT: - Improvements that you desire**

- *I'd like to see more activities and events, like book signings or children's hour.*



**Courtesy and Communication**

**12. Staff are always courteous when dealing with us.**



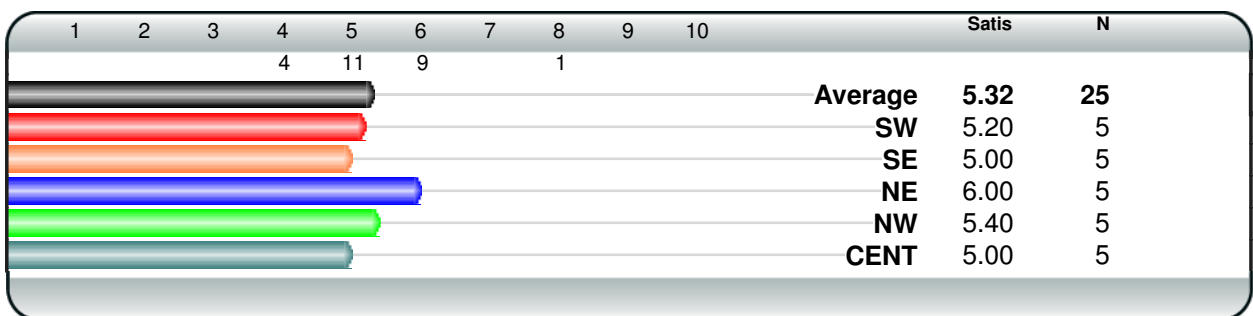
**What you DON'T LIKE: - Behaviors or conditions that bother you and why**

- *Once I approach someone, they're courteous, but they don't go out of their way.*

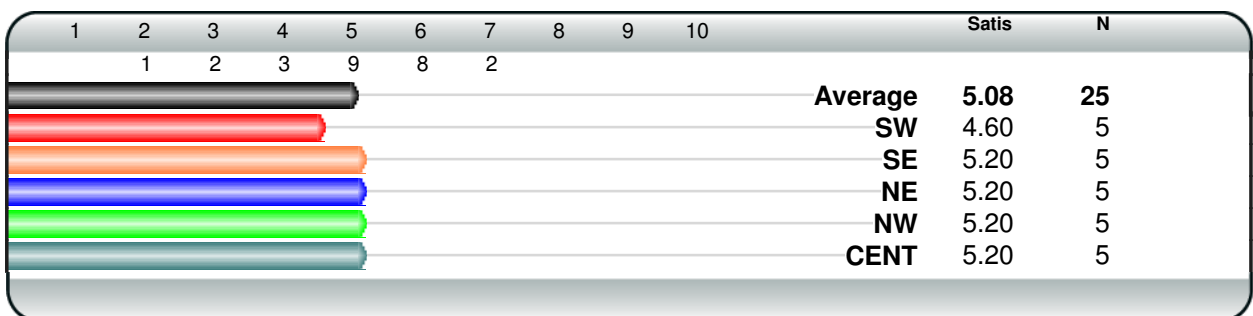
**What you WANT: - Improvements that you desire**

- *Employees who focus on the job, not their own personal business. I actually had an experience where an employee talked on the phone to a friend while ringing me up!*

**13. Staff are pleasant to deal with.**



**14. Staff maintain a professional posture.**



**What you DON'T LIKE: - Behaviors or conditions that bother you and why**

- *I think the employees should be more available to us.*
- *I was in the store a couple weeks ago, and a salesperson took a phone call and even went looking for a book while I was waiting at the counter. I felt she should have put the person on hold, and waited on me first.*

**What you WANT: - Improvements that you desire**

- *Put people who come into the store as first priority before phone customers.*

Highest-Rated Items

This section reports the scores of the subject's highest-rated items across all categories.

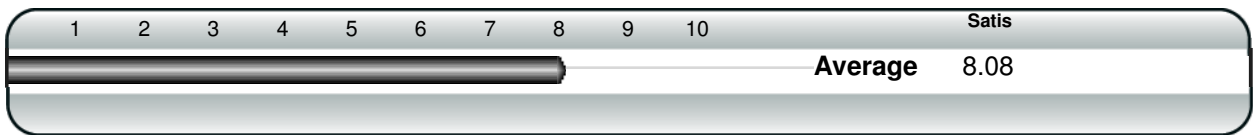
Results are displayed both as a bar graph and in numerical form, from highest to lowest.

Items are shown on the left side of the page, with the related category in parenthesis below it.

Column 1: Displays the average score for each item on the primary scale, with the highest score listed first, followed by the second highest score, and so on.

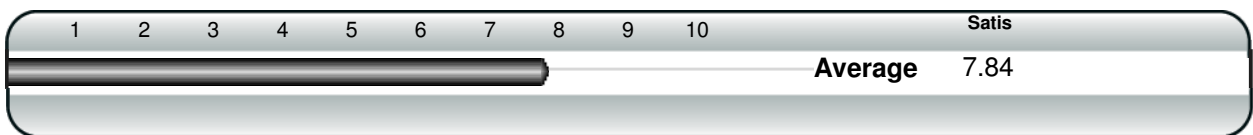
**5. The stores have an inviting atmosphere.**

*(Store Appearance)*



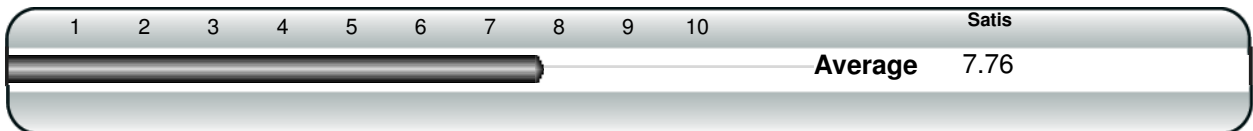
**6. There are ample comfortable places to sit and read.**

*(Store Appearance)*



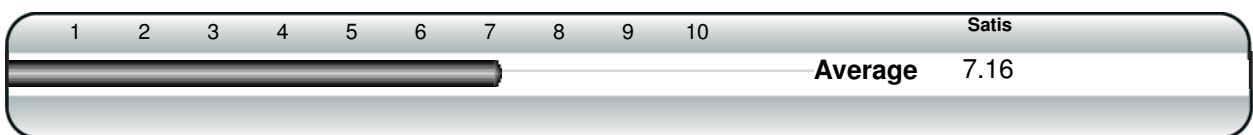
**7. The stores are well organized with a clear layout.**

*(Store Appearance)*



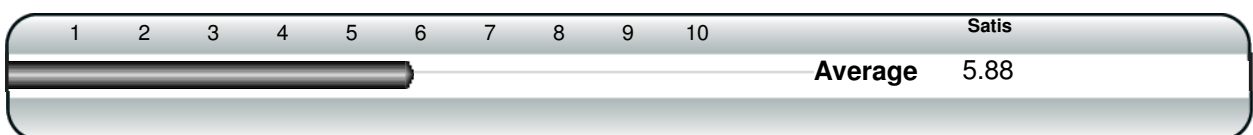
**8. Books are categorized and shelved in a way that is easy to find the titles I need.**

*(Store Appearance)*



**2. Has clear and understandable pricing policies.**

*(Pricing and Payments)*



Lowest-Rated Items

This section reports the scores of the subject's lowest-rated items across all categories.

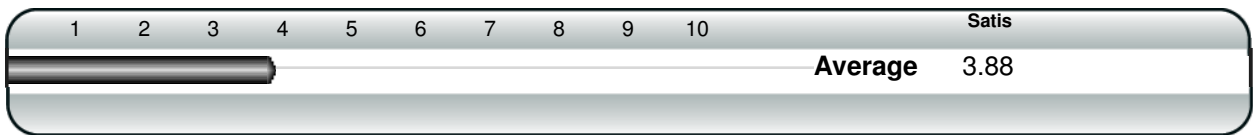
Results are displayed both as a bar graph and in numerical form, from lowest to highest.

Items are shown on the left side of the page, with the related category in parenthesis below it.

Column 1: Displays the average score for each item on the primary scale, with the lowest score listed first, followed by the second lowest score, and so on.

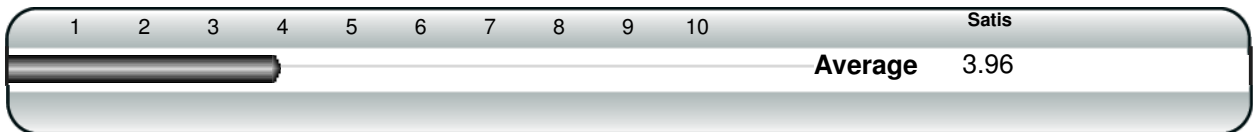
**9. Makes customer satisfaction their top priority.**

*(Customer Focus and Commitment)*



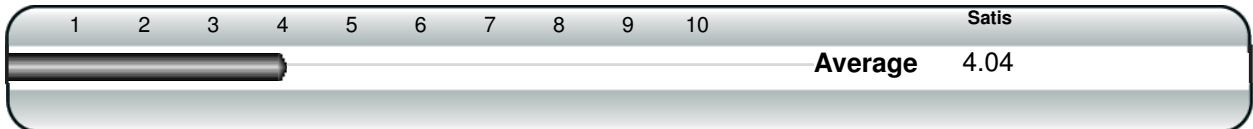
**11. Keeps our best interests in mind.**

*(Customer Focus and Commitment)*



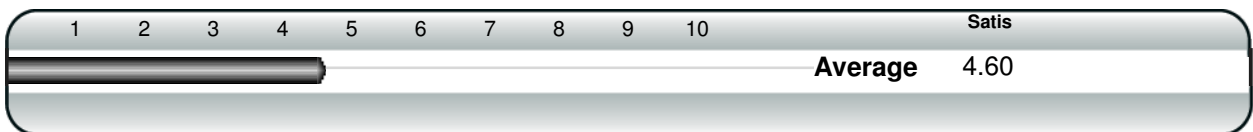
**10. Goes out of their way to meet our needs.**

*(Customer Focus and Commitment)*



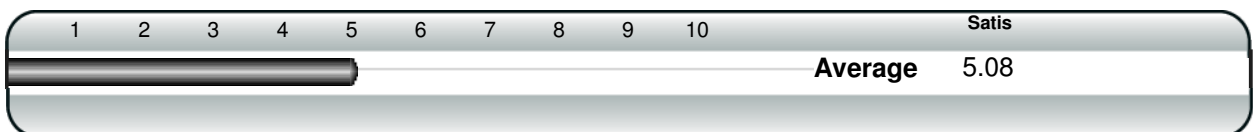
**3. Offers discounted prices from time to time.**

*(Pricing and Payments)*



**14. Staff maintain a professional posture.**

*(Courtesy and Communication)*



### Summary Questions

This report section displays the narrative comments given by each respondent to the Summary Questions that were included in the project. Responses are grouped by question and are completely anonymous.

This section may be customized to group comments by rater relationship.

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#### **What do you like best about doing business with this company?**

- *The products. I think they should get into other things besides books, like journals, gift albums, scrapbooks, etc. I also like the way the stores are set up on the inside.*
- *I like the environment and the variety of books.*
- *I like the way the stores are laid out and the environment itself.*
- *I think they have a very good selection. Store has a nice appearance.*
- *I like the store appearance, and they also have a large inventory of merchandise.*
- *The coffee shop inside and the places to read.*

#### **How do you think the customer service could be improved?**

- *Staff should be more receptive and available to answer questions. If not, offer more resources for customers to get information.*
- *I think the employees should be mingling more throughout the store so they can interact with the customers.*
- *They need to be more attentive to the customer and knowledgeable about the books they sell.*
- *A little overpriced at times, offer specials and incentives.*
- *I couldn't find an employee to help me find something, and when I finally did, they had to go ask a supervisor about my request. I think they need more competent staff and more resources for customers to search for information (like a customer computer terminal).*
- *I think they need more attentive and knowledgeable staff.*