

# How to Drive: New VOC Metrics

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**Consumer Insights/Store Operations**

**April 2016**



# Store VOC: How to Drive

Question	Metric	What's Reported?	How to Drive
How likely would you be to shop at <u>this</u> Home Depot, assuming this location is convenient?	Likelihood to Shop Again (LTSA)	% Definitely Will	<p><b>SM and ASM Drive FIRST Behaviors:</b></p> <ul style="list-style-type: none"> <li>• <b>Find</b> a customer. Find the product. <ul style="list-style-type: none"> <li>• Walk the aisles and help the customers wherever they are.</li> <li>• Smile and Greet all customers and associates</li> <li>• Introduce customers to homedepot.com via mobile app</li> </ul> </li> <li>• <b>Inquire.</b> Find out what they need. <ul style="list-style-type: none"> <li>• Have a conversation.</li> <li>• Ask open-ended questions to understand their needs.</li> <li>• Ask, <i>How can I help you? What project are you working on? Is this for your home or business? What else can I help you find today?</i></li> </ul> </li> <li>• <b>Respect.</b> Be friendly. <ul style="list-style-type: none"> <li>• Stop whatever you're doing immediately, make eye contact, smile and acknowledge customers.</li> <li>• Assist multiple customers – acknowledge all customers even if helping another.</li> <li>• Respect their time – give them as much or as little time as they need</li> <li>• Ensure timely order processing and check out</li> </ul> </li> <li>• <b>Solve</b> their problems completely. <ul style="list-style-type: none"> <li>• Find the answers to their questions. Use homedepot.com</li> <li>• You're empowered. Find ways to say "yes".</li> <li>• Offer solutions when appropriate (Service Connect, TRC, Delivery, Truck Rental)</li> </ul> </li> <li>• <b>Thank</b> the customer. <ul style="list-style-type: none"> <li>• Say, <i>Thank you for shopping with us. We appreciate your business.</i></li> </ul> </li> </ul> <p><b>Power Hours</b> – associates should be in the aisles engaging customers and focusing on providing a clean, safe shopping environment during high traffic times (Mon-Fri 10AM-2PM and Sat-Sun 9AM-6PM)</p>
How satisfied were you with the store employees and the customer service they provided during this visit to The Home Depot?	Customer Service	% Extremely Satisfied	
Thinking about this visit, how much do you agree or disagree that employees throughout the store were consistently friendly?	Assoc Friendliness	% Strongly Agree	



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How satisfied were you with the time it took to checkout, from the time you got in line to the time you finished paying during this visit to The Home Depot?	Checkout Sat	% Extremely Satisfied	<b>OAM and FES should ensure:</b> <ul style="list-style-type: none"> <li>Cashiers stage along the racetrack and invite customers to checkout</li> <li>Cashiers inquire and solve issues</li> <li>Cashiers are thanking and inviting our customers back</li> <li>Cashiers are scanning all items</li> <li>Head cashiers and FES call for back up cashiers</li> <li>MPOS Lite and additional registers are used to manage traffic flow</li> <li>Cashiers are staffed at self-checkout and assisting when needed</li> <li>See Front End myOperations page on THDmyOps</li> </ul>
Thinking about this visit, how much do you agree or disagree that the cashier was friendly?	Cashier Friendliness	% Strongly Agree	<b>OAM and FES should:</b> <ul style="list-style-type: none"> <li>Ensure cashiers are greeting and smiling at customers</li> <li>Recognize cashiers of the month</li> <li>Empower high scorers to coach opportunity cashiers</li> <li>Maintain Cashier Performance Reports</li> <li>See Front End myOperations Page on THDmyOps</li> </ul>
Thinking about this visit, how much do you agree or disagree that the store was generally neat and clean?	Neat and Clean	% Strongly Agree	<b>SM and ASMs should ensure:</b> <ul style="list-style-type: none"> <li>Store Readiness Checklist is being completed each day</li> <li>Event playbooks and promotional sign kits are executed</li> <li>See Building Services myOperations Page on THDmyOps</li> </ul>
Thinking about this visit, how much do you agree or disagree that the store had sufficient quantities of product in-stock on the shelves?	Shelf Availability	% Strongly Agree	<b>DSs should:</b> <ul style="list-style-type: none"> <li>Ensure in-stock on focus classes, top SKUs by department, and events/promotions</li> <li>Drive in-stock through Smartlist Execution</li> </ul>

