

# Quality Tourism Services Scheme Assessment Checklist Retail Shops

The assessment criteria of the Quality Tourism Services (QTS) Scheme provide a “moment in time” picture of the service status of the applicant merchants and these criteria are expressed in terms of a checklist.

## Contributors and Assessment Elements

Five Contributors, namely Environment, Products, Processes, People and Systems, are used to represent the key enablers for merchants to produce value and satisfaction for visitors. For each Contributor, a set of Assessment Elements together with the appropriate maximum number of points for each Assessment Element have been identified.

By using this Assessment Checklist, an applicant merchant can identify both its strengths for building competitive advantages and areas for improvement – ranging from issues that require a long-term strategic change to short-term “quick fixes”.

## Rating

Rating for each criterion is a combination of two factors:

- “**Approach**” is concerned with the **methods** the applicant merchant uses to address the criterion.
- “**Deployment**” is concerned with the **extent** to which the applicant merchant has implemented the approach to its full potential.

For rating of “Approach” and “Deployment”, the applicant merchant should assess itself through the eyes of its customers and choose **one** of the five levels of Poor (0%), Unsatisfactory (30%), Satisfactory (60%), Good (80%) or Excellent (100%) by putting a tick at the appropriate place. Count the total number of ticks for each level and insert the number into the appropriate bracket ( ) for each level. The sum of the marks should be inserted in the bracket [ ].

By using the prescribed formula, you will be able to calculate the number of points for a particular Assessment Element. By repeating the same calculating methods, points for all Assessment Elements can be worked out. To know your Total Points, you need only to insert and add up all the points for each Assessment Element in the Summary of Points – Retail Shops provided.

## The Points Obtained By Your Organisation

The maximum Total Points are 1,000. If you **obtain at least 600 Total Points AND not less than 60% (Satisfactory) Level of Satisfaction for each of the Assessment Elements**, your organisation is eligible to make an application under the QTS Scheme for a comprehensive professional assessment in order to determine whether your organisation may become QTS certified.

If **you obtain less than 600 Total Points or less than 60% (Satisfactory) Level of Satisfaction for any of the Assessment Elements**, your organisation should “deploy” the appropriate “approach” to upgrade and make improvements on those Assessment Elements that have scored low marks.

To ensure total service quality is achieved in accordance with the assessment criteria of the QTS Scheme, your organisation needs to obtain **at least 600 Total Points AND not less than 60% (Satisfactory) Level of Satisfaction for each of the Assessment Elements** in both self-assessment and on-site assessment in order to be eligible for the Scheme.

## Chain or Franchise Business

In order to comply with the assessment criteria of the QTS Scheme, your organisation has to ensure that the management approach leads to quality services throughout the business. Such management should also be extended to all outlets if your organisation is running a chain or franchise business. During the self-assessment, you should score each assessment criterion according to the extent to which the good practices are “deployed”. Therefore, **you only have to submit ONE assessment checklist for your application**. The assessment checklist should consolidate the scoring which is based on your management approach and the extent to which the approach is widely applied in your business and across your outlets.

## Quality Tourism Services Scheme Assessment Checklist Retail Shops

### Notes for Calculation of Points for Each of the Assessment Elements

Please "✓" where appropriate

(     ) No. of "✓" in the appropriate column

[     ] Sum of marks in the row

## 1. ENVIRONMENT

### Performance Criteria (130 Points)

The physical location as well as the external and internal conditions of a shop stimulate customers' mood for shopping, selecting and consuming.

### Assessment Elements

#### 1.1 Ease of Access and Clear Identity (30 Points)

The location of the retail shop is easily accessible by the public, while logos and signs are eye-catching and well maintained.

Assessment should be able to demonstrate:	Poor 0%	Unsatisfactory 30%	Satisfactory 60%	Good 80%	Excellent 100%	N/A
a. The premises is easily accessible by customers						
b. Clear identity such as names, signs or logos are displayed and installed						
c. Lighting, signs and décor are clean, tidy and well maintained						
Sub-total of Marks	(     ) x 0	(     ) x 0.3	(     ) x 0.6	(     ) x 0.8	(     ) x 1	(     )
Sub-total of Points	[     ] ÷ (3 - no. of N/A) x 30 points = _____					

## 1.2 Cleanliness, Tidiness and Maintenance (40 Points)

The cleanliness, tidiness and maintenance of the shop help generate an ambience and appearance that appeal to customers and set the mood for consumption/selection.

Assessment should be able to demonstrate:	Poor 0%	Unsatisfactory 30%	Satisfactory 60%	Good 80%	Excellent 100%	N/A
a. Hallways and display areas are well maintained, clean and tidy						
b. Ceilings, walls and floors are clean						
c. The premises are well ventilated, have no unpleasant odours or extremes of temperature						
Sub-total of Marks	( ) x 0	( ) x 0.3	( ) x 0.6	( ) x 0.8	( ) x 1	( )
Sub-total of Points	[ ] ÷ (3 - no. of N/A) x 40 points = _____					

## 1.3 Customer Care Facilities (60 Points)

The retail shop offers good customer care facilities that provide comfort and peace of mind during shopping.

Assessment should be able to demonstrate:	Poor 0%	Unsatisfactory 30%	Satisfactory 60%	Good 80%	Excellent 100%	N/A
a. Shop opening hours provide optimum convenience to customers			<b>Minimum requirement to achieve passing score</b>  Provide optimum convenience to customers	<b>Additional requirement to obtain extra score</b>  <input type="checkbox"/> Open seven days a week <input type="checkbox"/> Extended opening hours	<b>Additional requirement to obtain extra score</b>  <input type="checkbox"/> Open on public holidays e.g. Chinese New Year	
b. Discount and surcharge policies are clearly displayed or indicated						
c. Convenient methods of payment are available and indicated to customers			<b>Minimum requirement to achieve passing score</b>  Accept Hong Kong Dollars, banknotes and coins, in all kinds of denomination	<b>Additional requirement to obtain extra score</b>  <input type="checkbox"/> Accept various payment methods e.g. • Foreign Currency • EPS • Octopus • Credit Card • Traveller's Cheque	<b>Additional requirement to obtain extra score</b>  <input type="checkbox"/> The details of the acceptable payment methods are displayed and indicated clearly to customers	
d. Access to clean toilet facilities						
Sub-total of Marks	( ) x 0	( ) x 0.3	( ) x 0.6	( ) x 0.8	( ) x 1	( )
Sub-total of Points	[ ] ÷ (4 - no. of N/A) x 60 points = _____					

## 2. PRODUCTS

### Performance Criteria (260 Points)

The shop exemplifies professionalism in the presentation and provision of goods with a reasonable variety of quality merchandise.

### Assessment Elements

#### 2.1 Appealing Presentation and Reasonable Variety/Range of Products (60 Points)

Appealing presentation together with a reasonable variety/range of products are offered to stimulate customers' interest in buying.

Assessment should be able to demonstrate:	Poor 0%	Unsatisfactory 30%	Satisfactory 60%	Good 80%	Excellent 100%	N/A
a. Thoughtful display of products enables easy retrieval of matching accessories			<b>Minimum requirement to achieve passing score</b> - Similar, related merchandises and lines of product are displayed together, and - Different colours, sizes and models of products are displayed, and - Products are displayed at the eye level of customers	<b>Additional requirement to obtain extra score</b> <input type="checkbox"/> Catalogues of the products are available and displayed for customers' quick browse	<b>Additional requirement to obtain extra score</b> <input type="checkbox"/> Catalogues are displayed in a readable and attractive manner	
b. Maintain sufficient stocks and variety of products to meet customer demand						
Sub-total of Marks	( ) x 0	( ) x 0.3	( ) x 0.6	( ) x 0.8	( ) x 1	( )
Sub-total of Points	[ ] ÷ (2 - no. of N/A) x 60 points = _____					

## 2.2 Satisfying Quality (60 Points)

The quality of merchandise and after-sales service is satisfactory, or exceeds customers' expectations.

Assessment should be able to demonstrate:	Poor 0%	Unsatisfactory 30%	Satisfactory 60%	Good 80%	Excellent 100%	N/A
a. Assured product quality, including good workmanship and high durability						
b. Product delivery / ordering meets customer needs			<b>Minimum requirement to achieve passing score</b> - Delivery services comply with the shop's promotion, and - Proper packaging is used to ensure safe delivery of products	<b>Additional requirement to obtain extra score</b> <input type="checkbox"/> Different types of product delivery services are provided e.g. • By courier • By post	<b>Additional requirement to obtain extra score</b> <input type="checkbox"/> Different types of product ordering services are provided e.g. • Mail ordering • Catalogue ordering • Internet ordering	
c. Alteration service is available if required						
Sub-total of Marks	( ) x 0	( ) x 0.3	( ) x 0.6	( ) x 0.8	( ) x 1	( )
Sub-total of Points	[ ] ÷ (3 - no. of N/A) x 60 points = _____					

## 2.3 Refund, Exchange and Warranty Policy (140 Points)

There is some form of refund, exchange and warranty policy to reassure customers.

Assessment should be able to demonstrate:	Poor 0%	Unsatisfactory 30%	Satisfactory 60%	Good 80%	Excellent 100%	N/A
a. Refund/exchange policy is clearly displayed or indicated			<b>Minimum requirement to achieve passing score</b> - Customers are notified on whether they can ask for a refund/exchange for the product purchased	<b>Additional requirement to obtain extra score</b> <input type="checkbox"/> Exchange of purchased product is allowed and the following are documented: • Terms and conditions • Notice of liabilities • Procedures • Exceptions	<b>Additional requirement to obtain extra score</b> <input type="checkbox"/> Exchange of purchased product is allowed, with policy clearly indicated to customers e.g. • by displaying the policy at prominent locations within the premises • by proactively introducing the policy to customers	
b. Warranty policy is clearly displayed or indicated			<b>Minimum requirement to achieve passing score</b> - Customers are notified on whether the purchased product has warranty protection	<b>Additional requirement to obtain extra score</b> <input type="checkbox"/> Product warranty is available and the following are documented: • Terms and conditions • Notice of liabilities • Procedures • Exceptions	<b>Additional requirement to obtain extra score</b> <input type="checkbox"/> Product warranty is available and clearly communicated to customers	
Sub-total of Marks	( ) x 0	( ) x 0.3	( ) x 0.6	( ) x 0.8	( ) x 1	( )
Sub-total of Points	[ ] ÷ (2 - no. of N/A) x 140 points = _____					

### 3. PROCESSES

#### Performance Criteria (130 Points)

Quality service facilities help provide a comfortable and pleasant shopping environment where customers can enjoy a memorable shopping experience.

#### Assessment Elements

##### 3.1 Clear and Sufficient Information (100 Points)

Clear and sufficient information provides a convenient means for customers to choose their preferred items.

Assessment should be able to demonstrate:	Poor 0%	Unsatisfactory 30%	Satisfactory 60%	Good 80%	Excellent 100%	N/A
a. Prices are clearly displayed or indicated			<b>Minimum requirement to achieve passing score</b> - Clear price tags showing unit of goods on all displayed products, and - Price tags provide full price (e.g. shown as \$19XX is not acceptable)  <b>Additional requirement applicable to Jewellery sector to achieve passing score</b> - Weight and grading of pure gold/pure platinum products are shown on price tags or promotional materials	<b>Additional requirement to obtain extra score</b> <input type="checkbox"/> Price tag is shown on each item <input type="checkbox"/> Discounted price is clearly shown on price tag or label  <b>Additional requirement applicable to AV, photographic equipment and other appliance sectors to obtain extra score</b> <input type="checkbox"/> Additional information related to the product is displayed e.g. • Special features • Specifications	<b>Additional requirement to obtain extra score</b> <input type="checkbox"/> Additional information related to the product is displayed e.g. • Product care instructions	
b. English or other appropriate languages, are used on price tags or promotional materials						
Sub-total of Marks	( ) x 0	( ) x 0.3	( ) x 0.6	( ) x 0.8	( ) x 1	( )
Sub-total of Points	[ ] ÷ (2 - no. of N/A) x 100 points = _____					

##### 3.2 Appropriate and Adequate Facilities (30 Points)

Appropriate and adequate facilities are installed to allow customers to try the merchandise.

Assessment should be able to demonstrate:	Poor 0%	Unsatisfactory 30%	Satisfactory 60%	Good 80%	Excellent 100%	N/A
a. Fitting rooms with mirrors are available						
b. Demonstrations or trials are available for merchandise on display						
c. Stock checking facilities are available						
Sub-total of Marks	( ) x 0	( ) x 0.3	( ) x 0.6	( ) x 0.8	( ) x 1	( )
Sub-total of Points	[ ] ÷ (3 - no. of N/A) x 30 points = _____					

## 4. PEOPLE

### Performance Criteria (280 Points)

The performance of staff affects customer's impressions of the shop. Quality service is delivered through staff's interaction with customers. It is important for staff members to demonstrate a positive attitude, present a pleasant appearance, communicate effectively with customers and possess competent customer service skills.

### Assessment Elements

#### 4.1 Positive Attitude (60 Points)

Service personnel are warm, well mannered, patient and enthusiastic with a consistently positive attitude when interacting with customers.

Assessment should be able to demonstrate:	Poor 0%	Unsatisfactory 30%	Satisfactory 60%	Good 80%	Excellent 100%	N/A
a. Staff are polite and courteous						
b. Staff are warm and friendly to make customers feel welcome						
c. Staff are enthusiastic and proactive						
d. Staff respond quickly to customers' needs and are able to provide solutions						
e. Staff possess a consistently good attitude						
f. Staff are honest and candid						
g. Staff are patient in handling customer enquiries						
h. Staff have team spirit and co-ordinate smoothly as an effective group						
i. Senior staff show leadership and give clear guidance						
Sub-total of Marks	( ) x 0	( ) x 0.3	( ) x 0.6	( ) x 0.8	( ) x 1	( )
Sub-total of Points	[ ] ÷ (9 - no. of N/A) x 60 points = _____					

#### 4.2 Pleasant Presentation (40 Points)

A clean and tidy appearance helps project a pleasant image that reinforces customers' confidence in the service quality provided by the store.

Assessment should be able to demonstrate:	Poor 0%	Unsatisfactory 30%	Satisfactory 60%	Good 80%	Excellent 100%	N/A
a. Staff are dressed in clean uniforms or outer garments						
b. Staff maintain a neat and tidy personal appearance						
c. Staff are easily recognised by clothing, nametags or other posture						
Sub-total of Marks	( ) x 0	( ) x 0.3	( ) x 0.6	( ) x 0.8	( ) x 1	( )
Sub-total of Points	[ ] ÷ (3 - no. of N/A) x 40 points = _____					

#### 4.3 Effective Communication and Relationship Building (100 Points)

Effective communication skills enable staff to better understand customer requirements and enhance relationship building with customers.

Assessment should be able to demonstrate:	Poor 0%	Unsatisfactory 30%	Satisfactory 60%	Good 80%	Excellent 100%	N/A
a. Staff solicit customer requirements with effective listening and probing techniques						
b. Staff can provide the correct merchandise to customers						
c. Staff can speak English and/or other appropriate languages						
d. Staff create good feelings or rapport with customers						
Sub-total of Marks	( ) x 0	( ) x 0.3	( ) x 0.6	( ) x 0.8	( ) x 1	( )
Sub-total of Points	[ ] ÷ (4 - no. of N/A) x 100 points = _____					



#### 4.4 Competent Serving Skills and Adequate Product Knowledge (80 Points)

Staff are well-trained with competent serving skills and adequate product knowledge to serve customers professionally and promptly.

Assessment should be able to demonstrate:	Poor 0%	Unsatisfactory 30%	Satisfactory 60%	Good 80%	Excellent 100%	N/A
a. Staff can verbally present the merchandise clearly						
b. Staff are able to demonstrate the merchandise skillfully						
c. Staff are able to make recommendations and give professional advice						
d. Staff are capable of handling enquiries in a professional manner						
e. Staff are able to give accurate and correct information on the product						
Sub-total of Marks	( ) x 0	( ) x 0.3	( ) x 0.6	( ) x 0.8	( ) x 1	( )
Sub-total of Points	[ ] ÷ (5 - no. of N/A) x 80 points = _____					

## 5. SYSTEMS

### Performance Criteria (200 Points)

The shop organises itself in such a way that the human, administrative and technical factors affecting quality are integrated to achieve excellence in delivering customer satisfaction.

### Assessment Elements

#### 5.1 Quality Assurance (30 Points)

The shop has a quality control mechanism that assures both the quality and availability of merchandise as well as a clean and tidy shopping environment.

Assessment should be able to demonstrate:	Poor 0%	Unsatisfactory 30%	Satisfactory 60%	Good 80%	Excellent 100%	N/A
a. Shop has quality control mechanism to ensure the quality and availability of merchandise, and to prevent items from damage, unreasonable aging and deterioration						
b. Training and supervision on quality control are provided for staff						
c. Pest control system is in place and conducted on a regular basis so as to ensure all areas of the premises are free of rats, cockroaches and other pests						
Sub-total of Marks	( ) x 0	( ) x 0.3	( ) x 0.6	( ) x 0.8	( ) x 1	( )
Sub-total of Points	[ ] ÷ (3 - no. of N/A) x 30 points = _____					

## 5.2 Effective Communication and User-Friendly Servicing Procedures (90 Points)

The shop takes a proactive role in listening to customers' opinions and implements pragmatic and clearly defined customer-servicing procedures.

Assessment should be able to demonstrate:	Poor 0%	Unsatisfactory 30%	Satisfactory 60%	Good 80%	Excellent 100%	N/A
a. Clear and accurate billing system is in place						
b. Receipt/sales memo is traceable to shop, showing company name, address, phone number, date of purchase, etc						
c. Receipt/sales memo should be clearly itemised with clear specific descriptions of products			<p><b>Minimum requirement to achieve passing score</b></p> <ul style="list-style-type: none"> <li>- Receipt/sales memo clearly shows the product name and charges</li> </ul> <p><b>Additional requirement applicable to Jewellery sector to achieve passing score</b></p> <ul style="list-style-type: none"> <li>- For Chuk Kam (足金) / Platinum jewellery products <ul style="list-style-type: none"> <li>• Standard of Fineness, Weight, Unit Price, Workmanship charges, Commission</li> </ul> </li> <li>- For products made of natural diamond of 50 points and above (upon request by customers), the following information are given and indicated on the Receipt/sales memo) <ul style="list-style-type: none"> <li>• Weight, Clarity, Colour, Cut</li> </ul> </li> <li>- For Jade or Fei Cui products, indicate the classification: <ul style="list-style-type: none"> <li>• <b>A:</b> Jade or Natural Fei Cui pieces have not been bleached and dyed</li> <li>• <b>B:</b> Jade pieces have been bleached and polymer exist</li> <li>• <b>C:</b> Jade pieces have been dyed</li> </ul> </li> <li>- For Pearl products, indicate the nature: e.g. <ul style="list-style-type: none"> <li>• Natural / Cultured Pearl</li> <li>• Imitation Pearl</li> </ul> </li> </ul>	<p><b>Additional requirement to obtain extra score</b></p> <ul style="list-style-type: none"> <li><input type="checkbox"/> Terms and conditions of instalment policy are clearly shown</li> </ul> <p><b>Additional requirement applicable to Jewellery sector to obtain extra score</b></p> <ul style="list-style-type: none"> <li><input type="checkbox"/> Price breakdown of non-pure gold/non-pure platinum jewellery products is clearly indicated with the workmanship charges</li> <li><input type="checkbox"/> For Pearl products, indicate place of origin e.g. <ul style="list-style-type: none"> <li>• South Sea Pearl</li> <li>• Tahiti Pearl</li> </ul> </li> </ul>		

Assessment should be able to demonstrate:	Poor 0%	Unsatisfactory 30%	Satisfactory 60%	Good 80%	Excellent 100%	N/A
			<b>Additional requirement applicable to Watch sector to achieve passing score</b> - Receipt/sales memo shows the product description i.e. Brand name, model number  <b>Additional requirement applicable to AV, photographic equipment and other appliance sectors to achieve passing score</b> - Receipt/sales memo shows the product description i.e. Brand name, model number	<b>Additional requirement applicable to Watch sector to obtain extra score</b> <input type="checkbox"/> Receipt/sales memo indicates terms and conditions of exchange policy  <b>Additional requirement applicable to AV, photographic equipment and other appliance sectors to obtain extra score</b> <input type="checkbox"/> Receipt/sales memo indicates terms and conditions of exchange policy <input type="checkbox"/> Price and description of additional chargeable accessories (if any) are listed		
d. Channels are in place to collect feedback from customers, which can be used in strategic planning						
e. An effective system exists to facilitate the flow of information between customers and management						
Sub-total of Marks	( ) x 0	( ) x 0.3	( ) x 0.6	( ) x 0.8	( ) x 1	( )
Sub-total of Points	[ ] ÷ (5 - no. of N/A) x 90 points = _____					

### 5.3 Pertinent Safety and Emergency Procedures (20 Points)

The shop strictly complies with relevant legal requirements to ensure safety. Procedures are in place to handle emergencies.

Assessment should be able to demonstrate:	Poor 0%	Unsatisfactory 30%	Satisfactory 60%	Good 80%	Excellent 100%	N/A
a. Safety and emergency measures are adequate						
b. Sufficient emergency exits are in place and operational, and staff are well aware of escape routes in case of fire						
Sub-total of Marks	( ) x 0	( ) x 0.3	( ) x 0.6	( ) x 0.8	( ) x 1	( )
Sub-total of Points	[ ] ÷ (2 - no. of N/A) x 20 points = _____					

#### 5.4 Responsive Complaint Handling and Effective Remedial Service (60 Points)

The shop possesses channels and procedures to handle complaints and a well-developed system to empower staff to take remedial action in response to a complaint, so as to regain customers' trust and confidence.

Assessment should be able to demonstrate:	Poor 0%	Unsatisfactory 30%	Satisfactory 60%	Good 80%	Excellent 100%	N/A
a. Channels and clearly documented procedures are available for handling complaints						
b. Clear policy on returns and/or refunds is available						
c. Staff are empowered to take quick and appropriate remedial action in case of accident/complaint						
d. Establishment of Customer Service System to strive for excellence						
Sub-total of Marks	( ) x 0	( ) x 0.3	( ) x 0.6	( ) x 0.8	( ) x 1	( )
Sub-total of Points	[ ] ÷ (4 - no. of N/A) x 60 points = _____					

SUMMARY OF POINTS – RETAIL SHOPS		
Contributors	Assessment Elements	Points
1. Environment (130 points)	1.1 Ease of access and clear identity (30 points)	
	1.2 Cleanliness, tidiness and maintenance (40 points)	
	1.3 Customer care facilities (60 points)	
	Sub-total:	
2. Products (260 points)	2.1 Appealing presentation and reasonable variety/range of products (60 points)	
	2.2 Satisfying quality (60 points)	
	2.3 Refund, exchange and warranty policy (140 points)	
	Sub-total:	
3. Processes (130 points)	3.1 Clear and sufficient information (100 points)	
	3.2 Appropriate and adequate facilities (30 points)	
	Sub-total:	
4. People (280 points)	4.1 Positive attitude (60 points)	
	4.2 Pleasant presentation (40 points)	
	4.3 Effective communication and relationship building (100 points)	
	4.4 Competent serving skills and adequate product knowledge (80 points)	
	Sub-total:	
5. Systems (200 points)	5.1 Quality assurance (30 points)	
	5.2 Effective communication and user-friendly servicing procedures (90 points)	
	5.3 Pertinent safety and emergency procedures (20 points)	
	5.4 Responsive complaint handling and effective remedial service (60 points)	
	Sub-total:	
Total Points:		

Note: Add all sub-total of points for each “Assessment Element” to obtain the Total Points.