

Quality Tourism Services Scheme Assessment Checklist Retail Shops

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

Contributors and Assessment Elements

Five Contributors, namely Environment, Products, Processes, People and Outlet Operation, 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

The 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 the 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. Afterwards, the total number of ticks for each level should be counted and inserted into the appropriate bracket (). The sum of the points should be inserted in the bracket [].

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

Points Obtained By Your Organization

The maximum Total Points is 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 organization is eligible to make an application under the QTS Scheme for a comprehensive professional assessment to

determine whether your organization 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 organization should “deploy” appropriate “approaches” to upgrade and make improvements on those Assessment Elements with lower points.

To ensure total service quality is achieved in accordance with the Assessment Criteria of the QTS Scheme, your organization 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 to be eligible for the Scheme.

Chain or Franchise Business

To comply with the Assessment Criteria of the QTS Scheme, your organization has to ensure that your management approach leads to quality services throughout the business. Such management should also be extended to all outlets if your organization is running a chain or franchise business. During the self-assessment phase, you should rate your performance in each Assessment Criterion according to the extent to which good practices are “deployed”. Therefore, **you only have to submit ONE Assessment Checklist for your application**. The assessment checklist should consolidate your performance based on your management approach and the extent to which the approach is applied throughout your business and across your outlets.

Sustainability

To align with the trend of sustainability, the QTS Scheme also encourages merchants to implement relevant measures and integrate them into their operations. In recognition of this, if your business has implemented such measure(s), you may be eligible for additional points in the overall assessment, as a token to reward your contribution to the development of sustainability.

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 points in the row

1. ENVIRONMENT

Performance Criteria (100 Points)

The physical location and the external and internal conditions of the retail shop stimulate the mood of customers for shopping and consumption.

Assessment Elements

1.1 Location, Signage and Information of Retail Shop are Easy to Identify

The location, signage and information of the retail shop are easy to identify.

Assessment should be able to demonstrate:	Poor 0%	Unsatisfactory 30%	Satisfactory 60%	Good 80%	Excellent 100%	N/A
a. Customers can easily access the retail shop						
b. Signage or related decorations are in place for customers to identify easily						
c. Operation hours are clearly shown and convenient to customers						
Sub-total of Points	() x 0	() x 30	() x 60	() x 80	() x 100	()
Total Points	[] ÷ (3 - no. of N/A) = _____					

1.2 Retail Shop Facilities

The cleanliness, tidiness and maintenance of the retail shop help to create an ambience that appeals to customers and sets the mood for consumption.

Assessment should be able to demonstrate:	Poor 0%	Unsatisfactory 30%	Satisfactory 60%	Good 80%	Excellent 100%	N/A
a. Overall environment of the retail shop, as well as its corridors, ceilings, walls and floors, is clean, tidy, and well-maintained						
b. The retail shop is well-ventilated without any unpleasant odour or extreme temperature						
c. Regular cleaning/ maintenance of the retail shop and its air conditioning system, as well as pest control measures, is in place to ensure all areas are free from rats, cockroaches and other pests						
Sub-total of Points	() x 0	() x 30	() x 60	() x 80	() x 100	()
Total Points	[] ÷ (3 - no. of N/A) = _____					

2. PRODUCTS

Performance Criteria (300 Points)

The merchandise sold in the retail shop is of high quality, and the provision of after-sales service allows customers to be rest assured with their purchases.

Assessment Elements

2.1 Product Display and Inventory

The products are displayed neatly and cleanly, and there is ample inventory to meet customer demand.

Assessment should be able to demonstrate:	Poor 0%	Unsatisfactory 30%	Satisfactory 60%	Good 80%	Excellent 100%	N/A
a. Product display cabinets and shelves are kept clean, organized, and well-maintained						
b. Maintain sufficient stocks						
Sub-total of Points	() x 0	() x 30	() x 60	() x 80	() x 100	()
Total Points	[] ÷ (2 - no. of N/A) = _____					

2.2 Value-added Services

The after-sales service can meet or exceed customer expectations.

Assessment should be able to demonstrate:	Poor 0%	Unsatisfactory 30%	Satisfactory 60%	Good 80%	Excellent 100%	N/A
a. Provision of value-added service to meet customer demand				<input type="checkbox"/>		
Sub-total of Points	() x 0	() x 30	() x 60	() x 80	() x 100	()
Total Points	[] ÷ (1 - no. of N/A) = _____					

2.3 Refund/ Exchange Policy

A refund/ exchange policy is clearly displayed or indicated 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						
Sub-total of Points	() x 0	() x 30	() x 60	() x 80	() x 100	()
Total Points	[] ÷ (1 - no. of N/A) = _____					

3. PROCESSES

Performance Criteria (100 Points)

High-quality services and facilities are available to provide a comfortable shopping environment where customers can enjoy a pleasant shopping experience.

Assessment Elements

3.1 Merchandise Information

Clear and sufficient merchandise information enables 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. Various languages are used on price tags						
Sub-total of Points	() x 0	() x 30	() x 60	() x 80	() x 100	()
Total Points	[] ÷ (2 - no. of N/A) = _____					

3.2 Provision of Facilities for Customer Use

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 services are available						
Sub-total of Points	() x 0	() x 30	() x 60	() x 80	() x 100	()
Total Points	[] ÷ (3 - no. of N/A) = _____					

3.3 Payment Arrangement

A simple and clear billing system helps customers understand the charging arrangement of the retail shop.

Assessment should be able to demonstrate:	Poor 0%	Unsatisfactory 30%	Satisfactory 60%	Good 80%	Excellent 100%	N/A
a. Acceptance of various payment methods which are convenient to customers, with all related information clearly stated						
b. Billing service is accurate						
c. Itemized bills which clearly state the product description, amount and information of the retail shop						
Sub-total of Points	() x 0	() x 30	() x 60	() x 80	() x 100	()
Total Points	[] ÷ (3 - no. of N/A) = _____					

4. PEOPLE

Performance Criteria (400 Points)

Staff performance is a key factor that creates a good customer experience in the retail shop. Quality service is delivered through staff interactions with customers. It is important for staff members to demonstrate a positive attitude, project a pleasant appearance, communicate effectively with customers and possess competent service skills.

Assessment Elements

4.1 Grooming

A clean and tidy appearance helps to project a pleasant image that reinforces customer confidence in the service quality provided by the retail shop.

Assessment should be able to demonstrate:	Poor 0%	Unsatisfactory 30%	Satisfactory 60%	Good 80%	Excellent 100%	N/A
a. Staff appearance is neat and tidy						
b. Staff attire is neat and tidy						
c. Staff are easily recognized by special clothing or nametags						
Sub-total of Points	() x 0	() x 30	() x 60	() x 80	() x 100	()
Total Points	[] ÷ (3 - no. of N/A) = _____					

4.2 Greeting and Bidding Farewell

Staff interaction with customers is warm, patient and enthusiastic, with a consistently positive attitude.

Assessment should be able to demonstrate:	Poor 0%	Unsatisfactory 30%	Satisfactory 60%	Good 80%	Excellent 100%	N/A
a. Staff greet customers						
b. Staff thank and bid farewell to customers						
c. Staff greet and bid farewell politely, with a smile and eye contact						
Sub-total of Points	() x 0	() x 30	() x 60	() x 80	() x 100	()
Total Points	[] ÷ (3 - no. of N/A) = _____					

4.3 Product Introduction

Staff are professional and knowledgeable in making recommendations and answer customer queries.

Assessment should be able to demonstrate:	Poor 0%	Unsatisfactory 30%	Satisfactory 60%	Good 80%	Excellent 100%	N/A
a. Understand customer needs						
b. Staff introduce suitable products based on customer needs						
c. Staff introduce product features and benefits to customers						
d. Staff handle customer objections politely						
e. Staff do not show displeasure when customers leave without purchase						
Sub-total of Points	() x 0	() x 30	() x 60	() x 80	() x 100	()
Total Points	[] ÷ (5 - no. of N/A) = _____					

4.4 Staff Training

Staff are well-trained and well-equipped to serve customers in a professional manner, making customers feel at home.

Assessment should be able to demonstrate:	Poor 0%	Unsatisfactory 30%	Satisfactory 60%	Good 80%	Excellent 100%	N/A
a. Provision of training and guidelines to all staff						
b. Staff can speak different languages						
Sub-total of Points	() x 0	() x 30	() x 60	() x 80	() x 100	()
Total Points	[] ÷ (2 - no. of N/A) = _____					

5. OUTLET OPERATION

Performance Criteria (100 Points)

The retail shop is well-organised in a way that the staff, administrative and technical factors are effectively integrated for excellence in delivering customer satisfaction.

Assessment Elements

5.1 Standard Internal Quality Guidelines

The establishment of standard internal guidelines within the retail shop ensures the quality of merchandise.

Assessment should be able to demonstrate:	Poor 0%	Unsatisfactory 30%	Satisfactory 60%	Good 80%	Excellent 100%	N/A
a. Use of dedicated suppliers						
b. Quality control guidelines are provided for related staff						
c. Expiry date is shown on pre-packaged merchandise						
Sub-total of Points	() x 0	() x 30	() x 60	() x 80	() x 100	()
Total Points	[] ÷ (3 - no. of N/A) = _____					

5.2 Collecting Customer Feedback and Handling Complaints

The retail shop takes a proactive stance in listening to customer opinion and implements pragmatic and user-friendly servicing procedures.

Assessment should be able to demonstrate:	Poor 0%	Unsatisfactory 30%	Satisfactory 60%	Good 80%	Excellent 100%	N/A
a. Channels are in place to collect feedback from customers						
b. Guidelines for handling customer feedback/ complaints are in place						
c. Channels are established to maintain close relationships with customers						
Sub-total of Points	() x 0	() x 30	() x 60	() x 80	() x 100	()
Total Points	[] ÷ (3 - no. of N/A) = _____					

5.3 Safety and Emergency Procedures

The retail 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. Sufficient fire service installations are available						
b. Sufficient first-aid amenities are available						
c. Sufficient emergency exits are available and operational, and fire escape routes are known to all staff						
Sub-total of Points	() x 0	() x 30	() x 60	() x 80	() x 100	()
Total Points	[] ÷ (3 - no. of N/A) = _____					

6. SUSTAINABILITY

Performance Criteria (Additional Points: Maximum of 50 Points)

Sustainability is a major trend for the future. Merchants should start implementing relevant measures and integrating them into their operations to bring positive impacts to society and the environment.

Assessment Elements

6.1 Implementation of Sustainability Measures

By implementing sustainability measures, a retail shop can enhance its reputation and strengthen the impression it leaves on customers.

Assessment should be able to demonstrate:	None	One measure adopted	Two or more measures adopted
a. Encourage customers to reduce the use of disposable items/ polluting products			
b. Use "Sustainable"/ "Low-carbon emission" materials			
c. Promote waste reduction			
d. Assist in promoting environmental/ sustainability projects or initiatives			
e. Other measures			
Sub-total of Points	() x 0	() x 5	() x 10
Total Points	[]		

Summary of Points – RETAIL SHOPS

Contributors	Assessment Elements	Points
1. Environment (100 Points)	1.1 Location, Signage and Information of Retail Shop are Easy to Identify	
	1.2 Retail Shop Facilities	
	Sub-total: Sum of the above ÷ (2 – no. of N/A) x 100 points =	
2. Products (300 Points)	2.1 Product Display and Inventory	
	2.2 Value-added Services	
	2.3 Refund/ Exchange Policy	
	Sub-total: Sum of the above ÷ (3 – no. of N/A) x 300 points =	
3. Processes (100 Points)	3.1 Merchandise information	
	3.2 Provision of Facilities for Customer Use	
	3.3 Payment Arrangement	
	Sub-total: Sum of the above ÷ (3 – no. of N/A) x 100 points =	
4. People (400 Points)	4.1 Grooming	
	4.2 Greeting and Bidding Farewell	
	4.3 Product Introduction	
	4.4 Staff Training	
	Sub-total: Sum of the above ÷ (4 – no. of N/A) x 400 points =	
5. Outlet Operation (100 Points)	5.1 Standard Internal Quality Guidelines	
	5.2 Collecting Customer Feedback and Handling Complaints	
	5.3 Safety and Emergency Procedures	
	Sub-total: Sum of the above ÷ (3 – no. of N/A) x 100 points =	
6. Sustainability (Additional: Maximum 50 Points)	6.1 Implementation of Sustainability Measures	
	Sub-total =	
	Total Points:	

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

While every effort has been made to ensure the accuracy of this information, Hong Kong Tourism Board accepts no responsibility for any errors or omissions.