

CUSTOMER EXPERIENCE ASSESSMENT REPORT

MovieWorld Holdings
MovieWorld Lakeshore Mall

Cinema Experience

17 October 2009



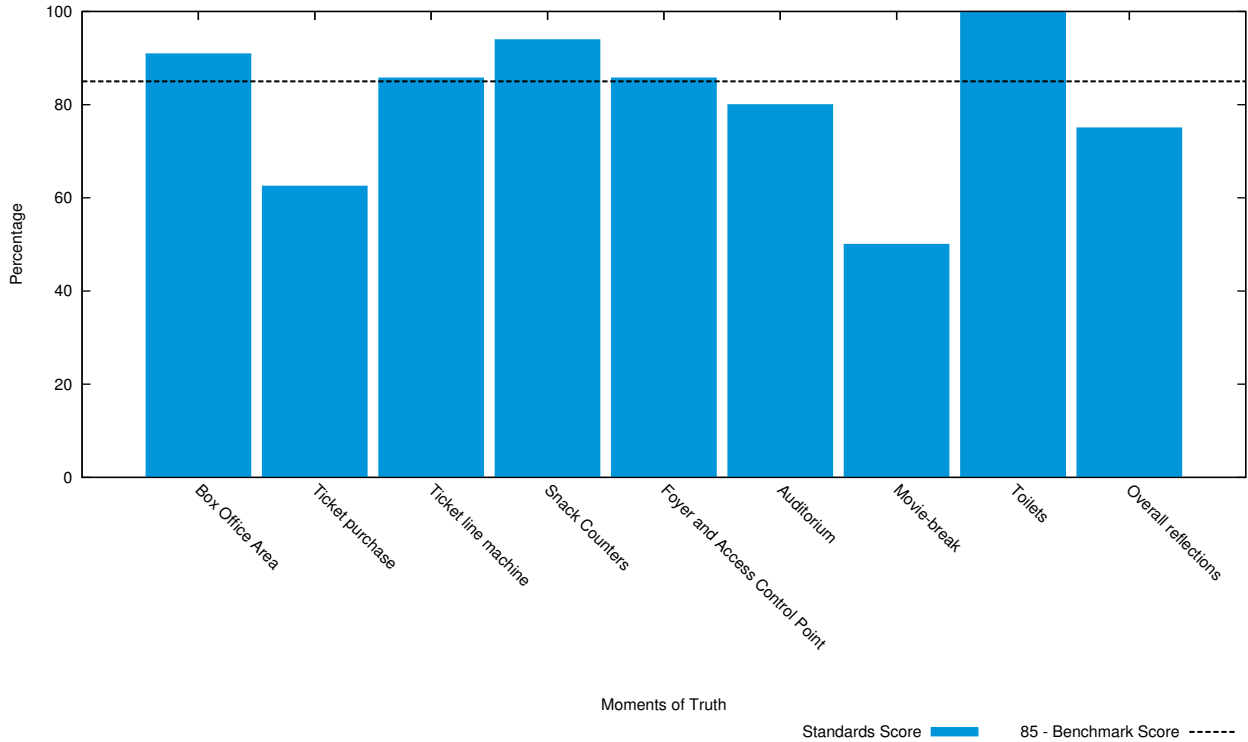
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1. Results Summary

1.1 Standards Adherence

1.1.1 Moments of Truth



Moment of Truth	Score	Current Visit		Past Visits 26/09/09
		Maximum	Percentage	
Box Office Area	50	55	91%	82%
Ticket purchase	50	80	63%	69%
Ticket line machine	30	35	86%	86%
Snack Counters	155	165	94%	92%
Foyer and Access Control Point	60	70	86%	62%
Auditorium	100	125	80%	92%
Movie-break	10	20	50%	75%
Toilets	55	55	100%	91%
Overall reflections	30	40	75%	50%
Totals	540	645	84%	81%

1.1.2 Touchpoints

Moment of Truth	Touchpoint	Score	Maximum	Percentage
Box Office Area		50	55	91%
Ticket purchase		50	80	63%
Ticket line machine		30	35	86%
Snack Counters		155	165	94%
	General	100	110	91%
	Product Quality	25	25	100%
	Salt Table	30	30	100%
Foyer and Access Control Point		60	70	86%
Auditorium		100	125	80%
Movie-break		10	20	50%
Toilets		55	55	100%
Overall reflections		30	40	75%

1.1.3 Historical Trend

Moment of Truth	Touchpoint	Past Visits	Current Visit		
		09/09	Score	Maximum	Percentage
Box Office Area		45	50	55	91%
Ticket purchase		55	50	80	63%
Ticket line machine		30	30	35	86%
Snack Counters		110	155	165	94%
	General	60	100	110	91%
	Product Quality	25	25	25	100%
	Salt Table	25	30	30	100%
Foyer and Access Control Point		40	60	70	86%
Auditorium		115	100	125	80%
Movie-break		15	10	20	50%
Toilets		50	55	55	100%
Overall reflections		20	30	40	75%

1.2 Satisfaction

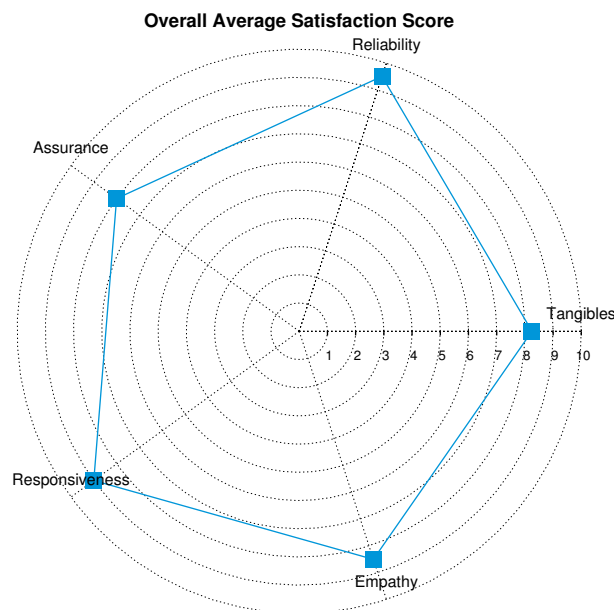
Tangibles	
Box office and foyer	9
Auditorium	7
Hygiene, cleanliness and neatness	8
Food and beverage	9
Total	33
Average	8.2

Reliability	
Fulfillment of prior expectations	9
Honour all requests	10
Total	19
Average	9.5

Assurance	
Knowledgeable and competent	9
Polite and courteous	8
Accurate	7
Total	24
Average	8.0

Responsiveness	
Ascertain specific needs and requirements	8
Customisation of requirements	0
Service provided within acceptable time frame	10
Total	18
Average	9.0

Empathy	
Feel good, positive, valued	8
Caring & individualised attention	9
Total	17
Average	8.5



Overall Satisfaction Index	Average		Factor	=	Index
Tangibles	8.2	×	1.1	=	9.1
Reliability	9.5	×	3.2	=	30.4
Assurance	8.0	×	1.9	=	15.2
Responsiveness	9.0	×	2.2	=	19.8
Empathy	8.5	×	1.6	=	13.6
Weighted Satisfaction Index Score					88%

1.3 Loyalty

Did you feel that the overall experience represented value for money?

- Experience was substantially overpriced
- Experience was a bit pricey
- ✓ Experience was priced just right
- Experience represented real value for money
- Experience was exceptionally good value for money

2. Experience Narrative

Box Office Area

We entered the Box Office area on Saturday, the 17th of October 2009, at 16h25. The floor and the area around the Box Office were clean. There were Cleaners mopping the floor. The posters displayed of the movies advertised were the same as in the newspaper. There were movies with age restrictions, which were clearly marked. The running times were displayed on the posters. The posters were in good condition. There was no LCD display screen. The windows and Counters were clean. The work area was clean. All the staff members were neatly dressed in their uniforms. None of them were wearing name badges. Upon arrival, I was greeted by one of the staff members in a friendly manner.

Ticket purchase

There was no queue when I went to buy our tickets, as it was not very busy. There were five computer terminals at the Counter and only two of them were manned by staff. I was immediately greeted and assisted by Teboho, while making eye contact. I asked him for two tickets. Teboho was neatly dressed in uniform, but he had an earpiece in one of his ears. It appeared as though he was listening to music while he was assisting me. Teboho was not wearing a name badge. He told me that the movie was starting at 17h30 and he said that it was a great movie. We were not able to select our seats from the computer. The top LCD screen was off and I could not see how much I was supposed to pay. Teboho mentioned the amount and I paid cash. The payment was handled efficiently. After a while, I saw on one of my tickets that the time was printed incorrectly. I took it back to Teboho, who signed it and said that there would be no trouble. I did not receive a receipt with my tickets. My experience was positive, as Teboho was friendly and helpful at all times. However, I was not informed of any Nu Metro promotions.

Ticket line machine

The ticket-line machine was clearly visible with a big sign. There were clear usage instructions near the machine. There were four machines and they were all in good working condition. The machine was easy to use. I observed a couple using the machine without any problems. There was no staff member near the machine.

Snack Counters

General

I went to the Snack Counter at 17h10. The Counter was clean and there was an evident queuing system. There was no one in the queue at that stage. I went directly to the Counter and placed my order. There were two staff members at the Counter. The staff members were neatly dressed in uniforms. While I was waiting for the movie, the Counter was unmanned for 15 minutes. The staff stood in front of the Counter talking to each other. None of the staff members wore name badges. The display was neat and appealing. The Popcorn was visible, but it was not easy to see the variety. The price board, which was displayed against the wall, was easy to read, but I felt that it would have been better positioned on the wall behind the Counters. However, the price menu motivated me to buy a Combo. I was greeted by Teboho at the Counter, making eye contact. He was friendly. I order 2 Kiddies Combos - one with a Slush Puppy and the other with a Coke. All the items were in stock. The payment was handled efficiently and I received the correct change. When I asked for a till slip, Teboho provided it for me along with my change. The items on the till slip were correct and the prices were accurate.

Product Quality

I ordered two Kiddies Combos - one with a Bubblegum Slush Puppy and the other with a Coke. The Slush Puppy was delicious and there was enough ice in it. The Popcorn was fresh, but a little bit of the Popcorn was burnt. The Popcorn was free from an excessive amount of unpopped kernels.

Salt Table

There was a variety of Flavoured Salt available. The floor area around the Salt Table was clean. The table was also reasonably clean. The Salt was in metal shakers and correctly labelled. The salt shakers were well stocked.

Foyer and Access Control Point

There was no queuing system in place at the access control point. A lady stood before the stairs and she greeted me in a friendly manner. She was not wearing a name badge. She was tall and slightly big built, with short hair that was neatly combed. The lady wore a black skirt, a black blouse and gold earrings. She took my ticket, tore off a piece and handed it back to me. She then told me to go to the second Auditorium, pointing it out with her hand. The floor area was clean and free from litter. All the lights and the light boxes worked. The signage was adequate.

Auditorium

We entered Auditorium 2. The door was open when we entered and it was not closed for the duration of the movie. We sat in the first row. The floor was dirty in that area. It looked as though cooldrink had been spilt on the floor. The music played at a comfortable volume. The foot lights did not work and only two of the six side lights worked. The row numbers and the seat numbers were visible. The seats were clean, comfortable and in good condition. The screen was clean. The movie started at exactly 17h30. There were three trailers and two advertisements that were shown prior to the commencement of the movie. When the trailers started, the music was muted and the lights were dimmed. The picture quality was sharp and clear. The pictures fitted the size of the screen and the sound was clear. The volume was set at an appropriate level. It was cold in the Auditorium. The movie credits were screened at the end of the movie. The Auditorium experience was positive.

Movie-break

I took a break from the movie at 18h15. There were no staff members present in the Foyer. I saw the lady who had checked my ticket before the movie when I entered the bathroom. She was sitting on the table next to the basin chatting with one of the ladies in the toilet. The Snack Counter was clean and Teboho was still behind the Counter. The Foyer area was clean. There was no one present at the access control point. No one checked my ticket when I returned to the movie.

Toilets

I visited the ladies toilets at 16h45. There was a dirty cloth lying on one of the basins. The toilets were clean, fresh smelling and in good repair. The door locked and the toilet flushed properly. The floor was clean and dry. The mirror was clean and free from smears. The hand dryers worked. There was sufficient toilet paper available and the soap dispenser was full.

Overall reflections

We had a positive experience at the cinema. All the staff members were very friendly at all times. I did not have any problem. We enjoyed our movie and had a great time at the cinema. I would recommend this particular cinema to my friends.

3. Standards Assessment

3.1 Box Office Area

50/55 Score:91%

- | | | |
|-----|---|---------------------------------------|
| 1. | Please state the date and time you entered the Box Office area.
<i>Saturday, the 17th of October 2009, at 16h25.</i> | <input checked="" type="checkbox"/> 0 |
| 2. | Was the floor area around the Box Office area clean? | <input checked="" type="checkbox"/> 5 |
| 3. | Were the correct posters displayed as per the movies advertised in the newspaper? | <input checked="" type="checkbox"/> 5 |
| 4. | Were age restrictions displayed on the posters? | <input checked="" type="checkbox"/> 5 |
| 5. | Were the running times displayed? | <input checked="" type="checkbox"/> 5 |
| 6. | Were the display boxes, in which the posters were displayed in good condition? | <input checked="" type="checkbox"/> 5 |
| 7. | Were the posters in good condition (not torn, etc.)? | <input checked="" type="checkbox"/> 5 |
| 8. | If applicable, was the LCD display screen working? | <input checked="" type="checkbox"/> 5 |
| 9. | Was the display screen reflecting the correct details? | <input checked="" type="checkbox"/> 5 |
| 10. | Were all surfaces clean, i.e. windows, countertops, etc? | <input checked="" type="checkbox"/> 5 |
| 11. | Was the work area clean? | <input checked="" type="checkbox"/> 5 |
| 12. | Were all staff members neatly dressed? | <input checked="" type="checkbox"/> 5 |
| 13. | Were all staff members wearing name badges? | <input checked="" type="checkbox"/> 5 |
| 14. | On arrival, were you left with a positive impression? | <input checked="" type="checkbox"/> 5 |
| 15. | Please explain your answer.
<i>Everything was clean and neat.</i> | <input checked="" type="checkbox"/> 0 |

3.2 Ticket purchase

50/80 Score:63%

- | | | |
|-----|---|---------------------------------------|
| 1. | Was there a queuing system in place? | <input checked="" type="checkbox"/> 5 |
| 2. | If applicable, was the queue being managed? | <input type="checkbox"/> 5 |
| 3. | Please state how many computer terminals were behind the Counter
<i>There were five computer terminals at the Counter.</i> | <input type="checkbox"/> 0 |
| 4. | How many of those computer terminals were manned by a staff member?
<i>Two terminals were manned.</i> | <input type="checkbox"/> 0 |
| 5. | Please state the length of time you queued for. | <input type="checkbox"/> 0 |
| 6. | Please state the general length of the queue in front of you, i.e. short, medium, long. | <input type="checkbox"/> 0 |
| 7. | Given the level of trade, were you provided with prompt service? | <input checked="" type="checkbox"/> 5 |
| 8. | At the Counter, were you greeted? | <input checked="" type="checkbox"/> 5 |
| 9. | What was the actual greeting?
<i>"Good afternoon."</i> | <input type="checkbox"/> 0 |
| 10. | Did the staff member make eye contact and smile? | <input checked="" type="checkbox"/> 5 |
| 11. | Did the staff member communicate and behave in a professional manner?
<i>He had an earpiece in one ear and it appeared as though he was listening to music while assisting me.</i> | <input type="checkbox"/> 5 |
| 12. | Was the staff member neatly dressed? | <input checked="" type="checkbox"/> 5 |
| 13. | Was the staff member well groomed? | <input checked="" type="checkbox"/> 5 |
| 14. | Was the staff member wearing a name badge? | <input type="checkbox"/> 5 |
| 15. | Please state the name of the staff member assisting you.
<i>Teboho.</i> | <input type="checkbox"/> 0 |
| 16. | Were you provided with adequate information about the movie/s? | <input checked="" type="checkbox"/> 0 |
| 17. | What were you told?
<i>I was told the time that the movie was starting and that it was a great movie.</i> | <input type="checkbox"/> 0 |
| 18. | Were you shown the computer screen to select your seats? | <input type="checkbox"/> 5 |
| 19. | Was the purchase amount displayed on the screen?
<i>The top screen was not switched on and Teboho stated the amount due verbally.</i> | <input type="checkbox"/> 5 |
| 20. | Was payment handled efficiently? | <input checked="" type="checkbox"/> 5 |
| 21. | If applicable, were you given the correct change? | <input checked="" type="checkbox"/> 5 |
| 22. | If no, provide comments. | <input type="checkbox"/> 0 |

- | | | |
|-----|--|---------------------------------------|
| 23. | Were you provided with the ticket, along with a receipt?
<i>I was not given a receipt.</i> | <input checked="" type="checkbox"/> 5 |
| 24. | Were the details on the ticket accurate? (i.e. movie, time, seating, etc.)
<i>The time on one of the tickets was incorrect.</i> | <input checked="" type="checkbox"/> 5 |
| 25. | Were you informed about any MovieWorld promotions? | <input checked="" type="checkbox"/> 0 |
| 26. | What promotions were mentioned? | <input checked="" type="checkbox"/> 0 |
| 27. | Was the entire ticket purchase transaction handled in an efficient manner? | <input checked="" type="checkbox"/> 5 |
| 28. | Was your ticket purchase a positive experience? | <input checked="" type="checkbox"/> 5 |
| 29. | Please explain you answer.
<i>Teboho was efficient and friendly.</i> | <input checked="" type="checkbox"/> 0 |

3.3 Ticket line machine

30/35 Score:86%

- | | | | |
|-----|--|-------------------------------------|---|
| 1. | Was the location of the ticket-line machine indicated with clear, visible signage? | <input checked="" type="checkbox"/> | 0 |
| 2. | Were there clear, user-friendly instructions posted on or near to the machine? | <input checked="" type="checkbox"/> | 5 |
| 3. | Was the machine in good condition? | <input checked="" type="checkbox"/> | 5 |
| 4. | Was the machine in working order? | <input checked="" type="checkbox"/> | 5 |
| 5. | If no, please provide details. | <input checked="" type="checkbox"/> | 0 |
| 6. | Was the information displayed on the screen accurate? (In terms of movies, times, etc.) | <input checked="" type="checkbox"/> | 5 |
| 7. | Was the machine easy to use? | <input checked="" type="checkbox"/> | 5 |
| 8. | Was ticket retrieval from the machine by others problem free? | <input checked="" type="checkbox"/> | 5 |
| 9. | If no, please explain. | <input checked="" type="checkbox"/> | 0 |
| 10. | Was there a staff member in the vicinity of the machine to provide assistance if required? | <input checked="" type="checkbox"/> | 5 |
| 11. | Please state the name of the staff member. | <input checked="" type="checkbox"/> | 0 |

3.4 Snack Counters

155/165 Score:94%

General

100/110 Score:91%

- | | | |
|-----|---|-----|
| 1. | Please state the time you visited the Snack Counters.
<i>17h10.</i> | * 0 |
| 2. | Were the floors in front of and around the Snack Counters clean? | ✓ 5 |
| 3. | Were the counter tops clean? | ✓ 5 |
| 4. | Was there a queuing system in place? | ✓ 5 |
| 5. | How long did you queue for?
<i>I went straight to the front of the queue.</i> | * 0 |
| 6. | Please state the general length of the queue, i.e. short, medium, long.
<i>Short.</i> | * 0 |
| 7. | Given the level of trade, were you provided with prompt service? | ✓ 5 |
| 8. | How many staff members were providing assistance behind the Counter?
<i>There were two staff members behind the Counter.</i> | * 0 |
| 9. | Were the staff members behind the Counter neatly dressed? | ✓ 5 |
| 10. | Were the staff members wearing name badges?
<i>None of the staff wore name badges.</i> | ✗ 5 |
| 11. | Were the displays neat and appealing? | ✓ 5 |
| 12. | Were the stock levels of the following items adequate (answer Y,N or N/A & state the general stock levels in COMMENTS). | * 0 |
| 13. | Popcorn? | ✓ 5 |
| 14. | Snack items? | ✓ 5 |
| 15. | Cold drinks in fridges? | ✓ 5 |
| 16. | Was the menu/price board on display eye-catching? | ✓ 0 |
| 17. | Was the menu/price board easy to read? | ✓ 0 |
| 18. | Did the displays or menu/price board motivate you to purchase a product? | ✓ 0 |
| 19. | Was Still and Sparkling bottled Water on display? | ✓ 5 |
| 20. | At the Counter, were you greeted? | ✓ 5 |

- | | | |
|-----|---|---|
| 21. | What was the actual greeting? | 0 |
| 22. | Please state the name of the staff member assisting you.
<i>Teboho.</i> | 0 |
| 23. | Did the staff member make eye contact and smile? | 5 |
| 24. | Did the staff member communicate and behave in a professional manner? | 5 |
| 25. | When ordering, were you offered the option of size? (If applicable) | 5 |
| 26. | Were all the products you ordered in stock? | 5 |
| 27. | If a product you ordered was not in stock, were you offered a substitute product by the staff member? | 5 |
| 28. | Were the items you ordered prepared promptly? | 5 |
| 29. | Did you receive exactly what was ordered, i.e. the correct products & correct size? | 5 |
| 30. | Was payment handled efficiently? | 5 |
| 31. | If applicable, were you given the correct change? | 5 |
| 32. | Were you offered/provided with a till slip?
<i>I asked for the till slip.</i> | 5 |
| 33. | Were the items listed on the till slip correct, as per your order? | 5 |
| 34. | Were the prices on the till slip correct, as per the menu/price board? | 5 |

Product Quality

25/25 Score:100%

- | | | |
|----|---|---|
| 1. | Please state which items were ordered.
<i>I ordered two Kiddies Combos - one with a Bubblegum Slush Puppy and the other with a Coke.</i> | 0 |
| 2. | Were the drinks fresh? (Gassy soft drinks; Juice tasted good) | 5 |
| 3. | Were the Cold Drinks cold? | 5 |
| 4. | Was ice provided for your drink? | 5 |
| 5. | Was the Popcorn fresh? | 5 |
| 6. | Was the Popcorn free from an excessive amount of unpoppped kernels? | 5 |

Salt Table

30/30 Score:100%

- | | | |
|----|-------------------------------------|---|
| 1. | Was there Flavoured Salt available? | 5 |
|----|-------------------------------------|---|

- | | | | |
|----|--|-------------------------------------|---|
| 2. | Was the floor area around the table reasonably clean? (Please consider the level of activity around the table) | <input checked="" type="checkbox"/> | 5 |
| 3. | Was the table reasonably clean? | <input checked="" type="checkbox"/> | 5 |
| 4. | Was the Salt presented in clean metal salt shakers? | <input checked="" type="checkbox"/> | 5 |
| 5. | Were the salt shakers labelled? | <input checked="" type="checkbox"/> | 5 |
| 6. | Were the salt shakers well stocked? | <input checked="" type="checkbox"/> | 5 |

3.5 Foyer and Access Control Point

60/70 Score:86%

- | | | | |
|-----|---|-------------------------------------|----------------------------|
| 1. | Was there a staff member present at the access control point? | <input checked="" type="checkbox"/> | <input type="checkbox"/> 5 |
| 2. | Were you greeted by the staff member (Door Person)? | <input checked="" type="checkbox"/> | <input type="checkbox"/> 5 |
| 3. | What was the actual greeting? | <input checked="" type="checkbox"/> | <input type="checkbox"/> 0 |
| 4. | Did the Door Person make eye contact and smile? | <input checked="" type="checkbox"/> | <input type="checkbox"/> 5 |
| 5. | Did the staff member communicate and behave in a professional manner? | <input checked="" type="checkbox"/> | <input type="checkbox"/> 5 |
| 6. | Were you shown in which direction to go? | <input checked="" type="checkbox"/> | <input type="checkbox"/> 5 |
| 7. | Was the Door Person neatly dressed? | <input checked="" type="checkbox"/> | <input type="checkbox"/> 5 |
| 8. | Was the Door Person wearing a name badge? | <input checked="" type="checkbox"/> | <input type="checkbox"/> 5 |
| 9. | Please state the name of the Door Person. | <input checked="" type="checkbox"/> | <input type="checkbox"/> 0 |
| 10. | Was the ticket torn and handed back? | <input checked="" type="checkbox"/> | <input type="checkbox"/> 5 |
| 11. | Were the floors in this area clean and free from dirt and litter? | <input checked="" type="checkbox"/> | <input type="checkbox"/> 5 |
| 12. | Were all lights in working order? | <input checked="" type="checkbox"/> | <input type="checkbox"/> 5 |
| 13. | Were all light boxes (poster displays) in working order? | <input checked="" type="checkbox"/> | <input type="checkbox"/> 5 |
| 14. | Were all light boxes in good condition? | <input checked="" type="checkbox"/> | <input type="checkbox"/> 5 |
| 15. | Was signage adequate and visible? | <input checked="" type="checkbox"/> | <input type="checkbox"/> 5 |
| 16. | Were there adequate queuing systems in place?
<small><input type="checkbox"/> <i>No queuing system was in place.</i></small> | <input checked="" type="checkbox"/> | <input type="checkbox"/> 5 |

3.6 Auditorium

100/125 Score:80%

- | | | |
|-----|---|-----|
| 1. | Please state the number of the Auditorium that you visited
<i>Auditorium 2.</i> | ✳ 0 |
| 2. | When entering the Auditorium, were the doors open? | ✔ 5 |
| 3. | While the movie was playing, were the doors kept closed?
<i>The doors were open for the duration of the movie.</i> | ✘ 5 |
| 4. | Was the Auditorium clean and free from dirt and litter?
<i>The floor area in the first row was dirty. It looked as though cooldrink had been spilt on the floor.</i> | ✘ 5 |
| 5. | Was there music playing in the background? | ✔ 5 |
| 6. | Was the volume of the music set at an acceptable level (audible, but not loud)? | ✔ 5 |
| 7. | Was the music appropriate in genre? | ✔ 5 |
| 8. | Were the footlights in working order? | ✘ 5 |
| 9. | Were the side lights in working order?
<i>Only two of the six side lights worked.</i> | ✘ 5 |
| 10. | Were the row numbers visible and logically ordered (A,B,C,D, etc.)? | ✔ 5 |
| 11. | Were the seat numbers visible and logically ordered (1,2,3,4, etc.)? | ✔ 5 |
| 12. | Were the seats clean? | ✔ 5 |
| 13. | Were the seats comfortable? | ✔ 5 |
| 14. | If no, please comment. | ✳ 0 |
| 15. | Were the seats in good condition (i.e. not torn, tattered or broken)? | ✔ 5 |
| 16. | Please provide comments if you noticed any seating that was not in good condition. | ✳ 0 |
| 17. | Was the screen clean? | ✔ 5 |
| 18. | Did screening start at the advertised time? | ✔ 5 |
| 19. | Were trailers screened? | ✔ 5 |
| 20. | How many trailers and advertisements were screened? Please distinguish between the two.
<i>Three trailers and two advertisements were screened.</i> | ✳ 0 |
| 21. | When the trailers started, did the music fade? | ✔ 5 |
| 22. | When the trailers started, did the lights start to dim? | ✔ 5 |

- | | | |
|-----|---|---------------------------------------|
| 23. | Was the picture sharp and clear? | <input checked="" type="checkbox"/> 5 |
| 24. | Did the picture fit the size of the screen (i.e. picture did not overlap screen)? | <input checked="" type="checkbox"/> 5 |
| 25. | Was the sound clear? | <input checked="" type="checkbox"/> 5 |
| 26. | Was the volume set at an appropriate level? | <input checked="" type="checkbox"/> 5 |
| 27. | Was the temperature comfortable?
<i>It was cold in the Auditorium.</i> | <input checked="" type="checkbox"/> 5 |
| 28. | Were all the movie credits screened at the end of the movie? | <input checked="" type="checkbox"/> 5 |
| 29. | Disregarding the actual movie, was the Auditorium experience a positive one? | <input checked="" type="checkbox"/> 5 |
| 30. | Please explain your answer.
<i>It was an enjoyable experience.</i> | <input checked="" type="checkbox"/> 0 |
| 31. | If there were any significant issues during the screening of the movie, were they dealt with timeously? | <input checked="" type="checkbox"/> 5 |

3.7 Movie-break

10/20 Score:50%

- | | | |
|----|--|---------------------------------------|
| 1. | Please state what time you took a break from the movie.
<i>18h15.</i> | <input checked="" type="checkbox"/> 0 |
| 2. | Were there staff members present in the Foyer area? | <input checked="" type="checkbox"/> 5 |
| 3. | Was the Foyer area clean? | <input checked="" type="checkbox"/> 5 |
| 4. | Was the area around the Snack Counter clean? | <input checked="" type="checkbox"/> 5 |
| 5. | If applicable, was there a staff member present at the access control point to check your ticket on your return to the Auditorium? | <input checked="" type="checkbox"/> 5 |

3.8 Toilets

55/55 Score:100%

- | | | |
|-----|---|---------------------------------------|
| 1. | Please state whether you visited the men's or ladies' toilets.
<i>I visited the ladies' toilets.</i> | <input checked="" type="checkbox"/> 0 |
| 2. | Please state what time/s you visited the toilets.
<i>16h45.</i> | <input checked="" type="checkbox"/> 0 |
| 3. | Were the cisterns / urinals clean? | <input checked="" type="checkbox"/> 5 |
| 4. | Were the toilets fresh smelling? | <input checked="" type="checkbox"/> 5 |
| 5. | Were the toilets in good repair? | <input checked="" type="checkbox"/> 5 |
| 6. | Did the toilet doors lock? | <input checked="" type="checkbox"/> 5 |
| 7. | Did the toilets flush properly? | <input checked="" type="checkbox"/> 5 |
| 8. | Was the floor clean and dry? | <input checked="" type="checkbox"/> 5 |
| 9. | Were the mirrors clean? | <input checked="" type="checkbox"/> 5 |
| 10. | Did all the hand dryers work? | <input checked="" type="checkbox"/> 5 |
| 11. | Was there sufficient toilet paper? | <input checked="" type="checkbox"/> 5 |
| 12. | Was there soap in the soap dispenser? | <input checked="" type="checkbox"/> 5 |
| 13. | Were the in-toilet adverts in good condition (i.e. clean and neat)? | <input checked="" type="checkbox"/> 5 |

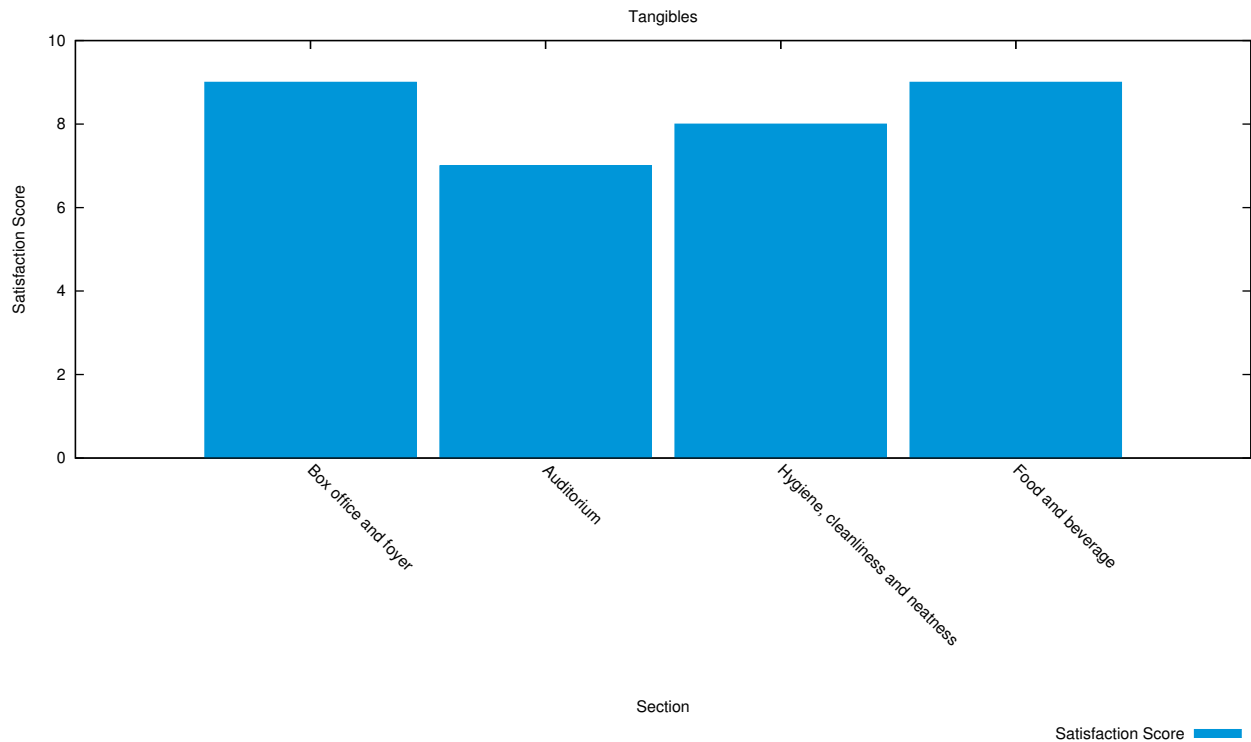
3.9 Overall reflections

30/40 Score:75%

- | | | |
|----|--|--|
| 1. | Overall, did you have a positive experience at the MovieWorld cinema? | <input checked="" type="checkbox"/> 10 |
| 2. | Were all staff members that you encountered professional?
<i>Teboho appeared to be listening to music while assisting me, as he had an earpiece in one ear.</i> | <input checked="" type="checkbox"/> 10 |
| 3. | Were all staff members that you encountered friendly? | <input checked="" type="checkbox"/> 10 |
| 4. | If you experienced any problem, was there a Manager readily available to deal with it? | <input checked="" type="checkbox"/> 10 |
| 5. | If you experienced any problem, was it dealt with in a professional manner? | <input checked="" type="checkbox"/> 10 |
| 6. | If a friend or colleague asked you to suggest a cinema, would you recommend this particular cinema? | <input checked="" type="checkbox"/> 10 |
| 7. | Please explain you answer.
<i>We had an enjoyable time at the cinema.</i> | <input checked="" type="checkbox"/> 0 |

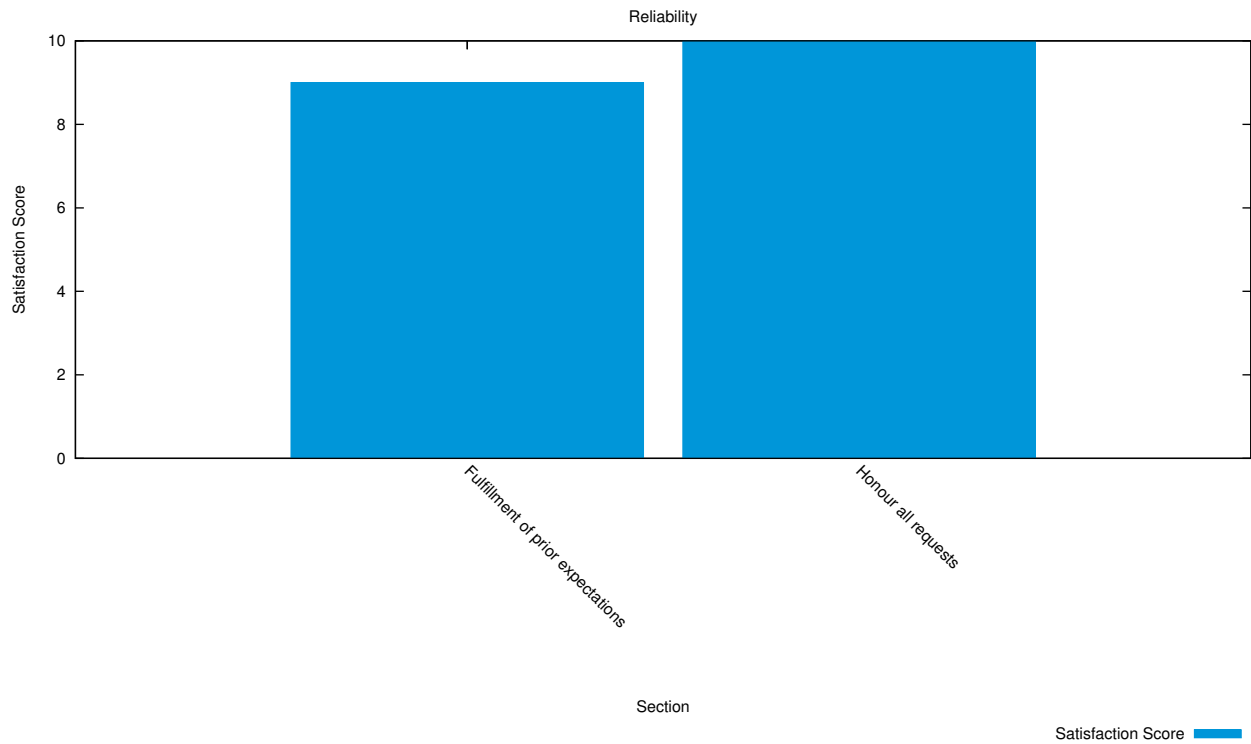
4. Satisfaction Assessment

4.1 Tangibles



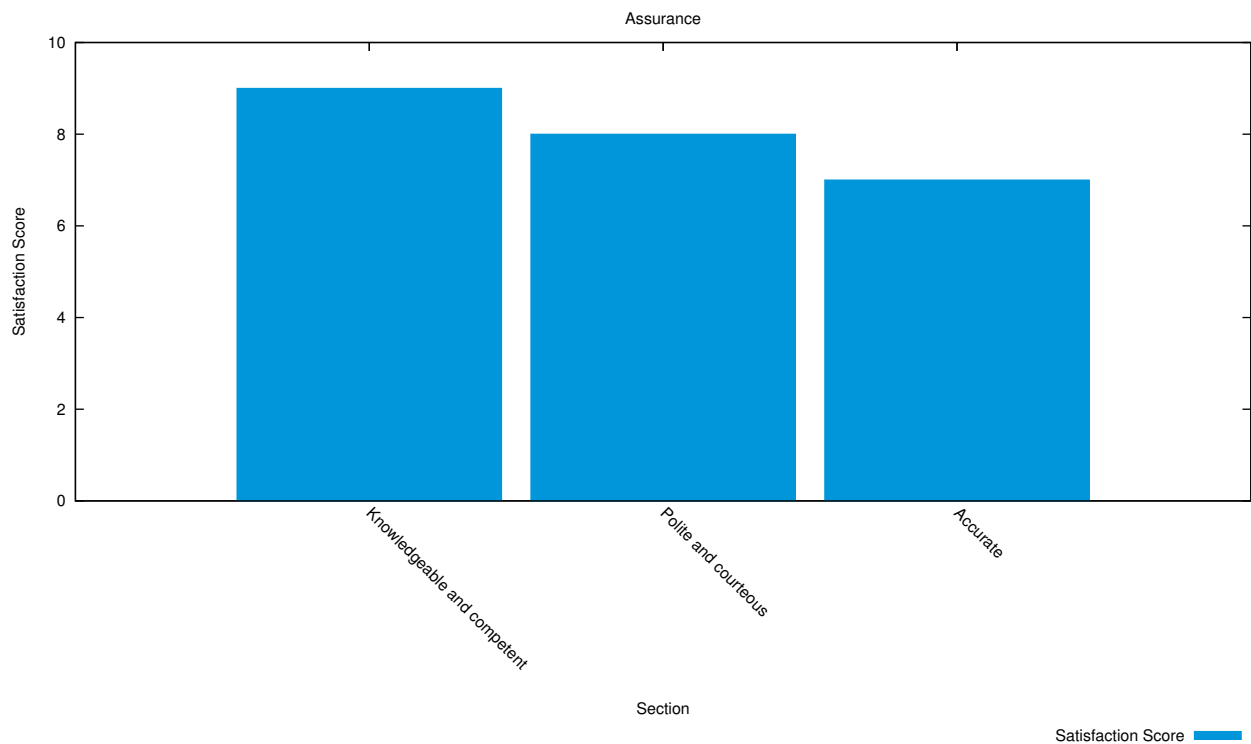
1. How would you rate your overall sense of satisfaction with the MovieWorld Box Office and Foyer areas - that is the attractiveness and comfort of dcor and layout? 9/10
2. How would you rate your overall sense of satisfaction with the auditorium itself? Consider the comfort of the seating, visibility, temperature and sound. 7/10
Apart from the cold temperature in the Auditorium, everything was satisfactory in this regard.
3. How would you rate your overall satisfaction with MovieWorlds overall standards of hygiene, cleanliness and neatness? 8/10
The first row in the Auditorium was dirty, but the rest of the facilities were clean.
4. How would you rate your overall satisfaction with the quality of food and beverages served during your visit? 9/10
The food and beverages were of a high standard.

4.2 Reliability



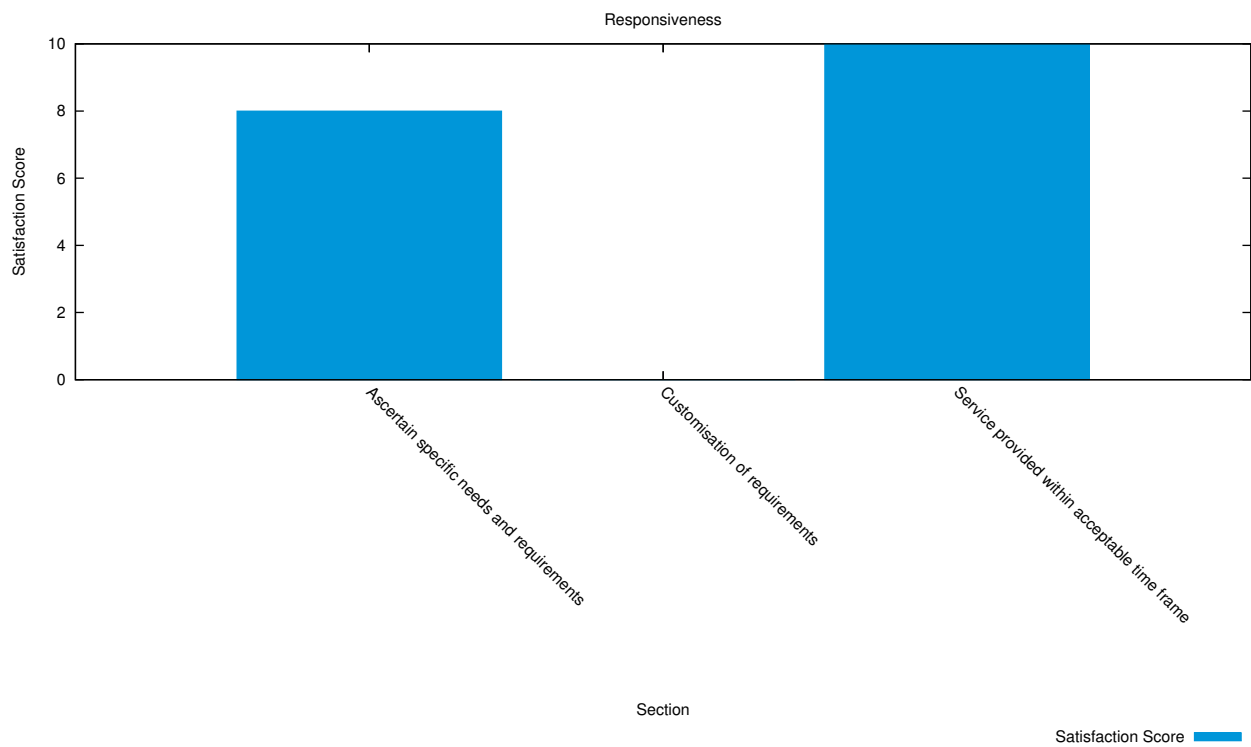
1. In considering your overall experience, did it compare favourably with your prior expectations with regard to the MovieWorld brand? 9/10
2. In considering your overall interactions with employees, did they honour on all requests made by you? 10/10

4.3 Assurance



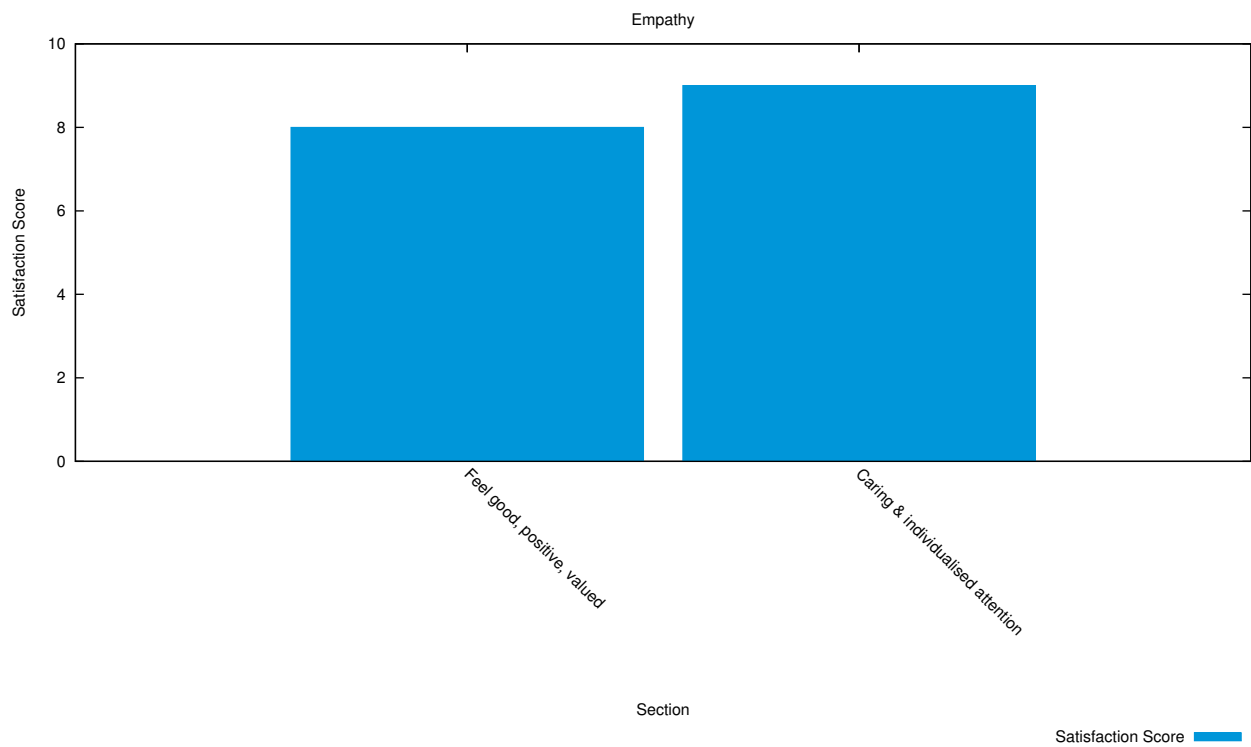
1. In considering your overall impressions of the employees encountered during your visit, to what extent were they knowledgeable and competent? 9/10
2. In considering your overall impressions of the employees encountered during your visit, to what extent were they polite and courteous? 8/10
3. To what extent were your tickets and receipts accurate? 7/10
✎ *The time of the movie screening was wrong on one of the tickets.*

4.4 Responsiveness



1. | To what extent did the employees with whom you interacted attempt to ascertain your specific needs and requirements? 8/10
2. | To what extent were the services provided actually customised to your specific requirements? 0/10
3. | To what extent were the services provided promptly or within acceptable time frames? 10/10

4.5 Empathy



- To what extent did this MovieWorld Cinema and its employees make you feel good, positive or valued as a Customer? 8/10

The staff were always friendly.
- To what extent did you feel that you received caring and individualised attention? 9/10