

Areas of Opportunities

Complimenting customer on purchase

Consistent explanation of current promotions

Accessory item suggestion and/or add-ons

Total Transaction Time @ 100% Pace - 100 Seconds

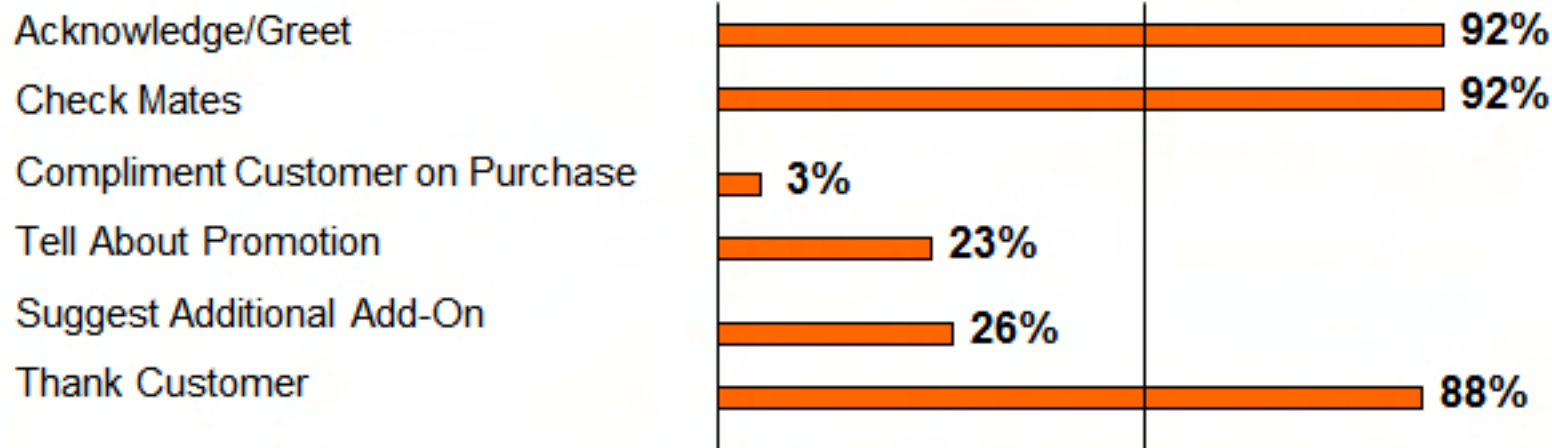


Wait time at registers - 40 seconds

Wait time occurred at both small volume and large volume stores

Processing of credit, ATM, check, etc. main reason for lengthy transaction

Summary of Data ⁽²⁾



Notes:

(1) Retailers studied included 9 West, Old Navy, Wild Pair, Sketchers

(2) Over 600 observations for three markets