

**File:** Supermarket Checkout Training (spss)

**Supermarket Checkout Training Intervention**

1. Id (unique ID for each employee).
2. educ (number of years of education of the employee).
3. disability (whether or not the employee has stated they have a disability : 0=no; 1=yes)
4. Gender (1=male; 2= female)
5. Scanspminute (average number of items scanned per minute this week).
6. Store (which store: 1= Portsmouth North; 2= Portsea Island).
7. weeks (number of weeks working on the checkout).
8. AgeCat (age category: 1=16-19; 2=20-24; 3=25-29; 4=30-34; 5=35-39; 6=40-44; 7=45-49; 8=50-54; 9=55-59; 10=60+)
9. Age 1 (16-19)
10. Age 2 (20-24)
11. Age 3 (25-29)
12. Age 4 (30-34)
13. Age 5 (35-39)
14. Age 6 (40-44)
15. Age 7 (45-49)
16. Age 8 (50-54)
17. Age 9 (55-59)
18. Age 10 (60+)
19. Training (whether or not employee participated in the training course: 0=no: 1=yes).
20. ScanPminuteTime2 (average number of items scanned per minute in the week after training).

**Steps:**

1. Analyze, GLM, Repeated Measures
2. Define Factor(s), Number of Levels, Add, Define
3. Transfer Scan per minute and Scan per minute Time 2 to Within-Subjects Variables
4. Transfer Training to Between-subjects Factors, OK, Plots
5. Training in Separate Lines, Factor1 in Horizontal Axis, Add, Continue

6. Options, Transfer the factors in the Display Means for Box, Continue, OK.

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### **Supermarket Checkout Training Course – Redux**

1. educ (number of years of education of the employee).
2. disability (whether or not the employee has stated they have a disability : 0=no; 1=yes)
3. Gender (1=male; 2= female)
4. Store (which store: 1= Portsmouth North; 2= Portsea Island).
5. Weeks (number of weeks working on the checkout).
6. Age 1 (16-19)
7. Age 2 (20-24)
8. Age 4 (30-34)
9. Age 5 (35-39)
10. Age 6 (40-44)
11. Age 7 (45-49)
12. Age 8 (50-54)
13. Age 9 (55-59)
14. Age 10 (60+)
15. Training (whether or not employee participated in the training course: 0=no; 1=yes).
16. ScanPminute (average number of items scanned per minute this week, our Time 1 scan-rate measure).

**File:** Customer satisfaction only N2507 (spss)

### **Predict customer loyalty and reinvestment through sales executive performance in a financial services organization**

- Customer survey for sales executive competency: (1 = very dissatisfied, 5 = very satisfied)
  1. The sales person understands your needs (Sat1)
  2. The sales person seems confident (Sat2)
  3. The sales person has a recommendation (Sat3)
  4. The sales person is knowledgeable (Sat4)
- Customer loyalty (1 to 5 point scale)
- Likelihood of reinvesting

- a. 1 = definitely not
- b. 2 = thinking about not to
- c. 3 = not sure about
- d. 4 = here again
- e. 5 = definitely yes

➤ How much they may or may not reinvest (Invest more)

- a. 1 = definitely not more than now here
- b. 2 = unlikely to invest more than now here
- c. 3 = planning to invest more (less than 50 percent)
- d. 4 = planning to invest 50-100 percent more
- e. 5 = double or more

➤ Gender of the sales person (1 = female, 2 = male)

- Which of the sales person competencies are the most important?
- Which aspects should the organization invest in to maximize customer loyalty?
- Which role does the gender play?

**Predict customer reinvestment through sales executive attributes and demographics in a financial services organization**

➤ Customer survey for sales executive competency: (1 = very dissatisfied, 5 = very satisfied)

- 1. The sales person understands your needs (Sat1)
- 2. The sales person seems confident (Sat2)
- 3. The sales person has a recommendation (Sat3)
- 4. The sales person is knowledgeable (Sat4)

➤ How much they may or may not reinvest (Invest more)

- 1 = definitely not more than now here
- 2 = unlikely to invest more than now here
- 3 = planning to invest more (less than 50 percent)
- 4 = planning to invest 50-100 percent more

5 = double or more

➤ Gender of the sales person (1 = female, 2 = male)