

MULTI-SITE

MAY 13, 2026

Mall Store fitting-room access is causing abandoned try-ons

Mall Store manager should put a second fitting-room keyholder/runner on peak periods this week and track fitting-room wait time plus try-on abandons per shift. Three of five accepted comments describe Mall Store fitting-room delays, including a six-person line, a 14-minute key wait, and shoppers leaving or putting back merchandise, so this is the clearest near-term sales leak. Outlet Store should run a same-day linen pants inventory count, but treat that as a one-off until another signal appears; preserve the Outlet checkout behavior by having the cashier show the loyalty lookup path in the next huddle.

SUBMISSIONS

5

submissions

SIGNAL RATE

63%

3 filtered

FINDINGS

3

1 red · 1 yellow · 1 green

IDEAS

3

Ranked by impact

EXECUTIVE BRIEF

RED PRIORITY

WHAT IS HAPPENING

Mall Store fitting-room access is causing abandoned try-ons

This is the only repeated negative theme: three accepted comments from Mall Store point to fitting-room waits and access delays. The strongest evidence is direct sales leakage: shoppers left with clothes in hand, one customer put back three pairs of jeans, and another only got a room after a wait despite praising the associate.

WHY IT MATTERS

Likely lost conversion at the point where shoppers are already holding items. The associate attitude appears acceptable, but the access model is not keeping up with demand.

DO THIS WEEK

Have the Mall Store manager assign a second fitting-room keyholder or runner before the next lunch and evening rush, then track average key wait, longest visible line, and number of abandoned try-on items per shift for one week.

EVIDENCE

3 of 5 accepted submissions (60%) across Mall Store; confidence 82%.

MEASURE NEXT

Have the Mall Store manager assign a second fitting-room keyholder or runner before the next lunch and evening rush, then track average key wait, longest visible line, and number of abandoned try-on items per shift for one week.

VOICE OF THE CUSTOMER

“There were six people waiting for fitting rooms and only one associate unlocking doors. Two shoppers left with clothes in their hands because it took so long.”

On **Mall Store fitting-room access is causing abandoned try-ons** — 3 submissions · 60% of accepted feedback · confidence 82%

R

RED · 1 FINDING

Fix this week. Customers are leaving.

01

Mall Store fitting-room access is causing abandoned try-ons

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MENTIONS

3

SHARE

60%

CONFIDENCE

82%

TREND

new

IMPACT

Likely lost conversion at the point where shoppers are already holding items. The associate attitude appears acceptable, but the access model is not keeping up with demand.

NEXT ACTION

Have the Mall Store manager assign a second fitting-room keyholder or runner before the next lunch and evening rush, then track average key wait, longest visible line, and number of abandoned try-on items per shift for one week.

“There were six people waiting for fitting rooms and only one associate unlocking doors. Two shoppers left with clothes in their hands because it took so long.”

“I waited 14 minutes for a fitting room key and put back three pairs of jeans instead of trying them on.”

Y

YELLOW · 1 FINDING

Watch closely. Friction is mounting.

01 Outlet Store size finder may be showing unavailable inventory

One Outlet Store comment reports medium linen pants listed as in stock while the rack had none, with the associate saying the inventory had been wrong all week. This is a one-off in the accepted pack, so it should be handled as a targeted inventory correction rather than an org-wide pattern.

MENTIONS

1

SHARE

20%

CONFIDENCE

62%

TREND

new

IMPACT

If the size finder is wrong on a wanted SKU, shoppers waste time and associates lose trust in the tool. The “wrong all week” detail suggests the error may be known but not closed out.

NEXT ACTION

Have the Outlet Store inventory lead count medium linen pants and reconcile the size finder before tomorrow’s open, then log any size-finder mismatch reports for linen pants for the next 7 days.

“The size finder said medium linen pants were in stock, but the rack had none and the associate said inventory was wrong all week.”

G

GREEN · 1 FINDING

Keep doing this. It is working.**01 Outlet checkout and loyalty lookup worked well**

One Outlet Store customer praised fast checkout and the cashier finding the loyalty account without requiring repeated email entry. This is a one-item positive signal, not a broad trend, but it names a behavior worth repeating.

MENTIONS	SHARE	CONFIDENCE	TREND
1	20%	60%	new

IMPACT

Fast loyalty lookup removes checkout drag and avoids asking the customer to repeat information. This helps protect the final step of the visit.

NEXT ACTION

Have the Outlet Store shift lead ask the cashier to show the loyalty lookup path in tomorrow's pre-shift huddle, then spot-check the next 10 loyalty lookups for whether customers are asked to repeat their email.

“Checkout was fast and the cashier found my loyalty account without making me repeat my email.”



What to try next

Peak-period fitting-room captain test at Mall Store

The repeated Mall Store evidence points to the bottleneck being room access, not associate attitude. A named fitting-room captain during lunch and evening peaks gives one person ownership of keys, line visibility, and abandoned items.

EXPECTED IMPACT

Shorter key waits, fewer customers putting items back before try-on, and a clearer read on whether staffing or process is the constraint.

EFFORT LOW

Lightweight fitting-room waitlist test

A customer directly referenced another retailer's text queue after waiting for a room. Before buying any tooling, Mall Store can test a manual waitlist with first name and phone only during peak periods.

EXPECTED IMPACT

Customers know their place in line, associates can call shoppers back instead of managing a crowd at the door, and management can measure wait time by timestamp.

EFFORT MEDIUM

Daily size-finder exception check for top problem SKU

The Outlet Store inventory complaint names one SKU and size: medium linen pants. A narrow daily check avoids turning one comment into a broad project while still closing the known gap.

EXPECTED IMPACT

Fewer false in-stock promises for that SKU and a quick signal on whether the mismatch is isolated or recurring.

EFFORT LOW

DISCLAIMER

About this report

Gistback turns private feedback into an evidence-backed operating brief. Use this page as the interpretation guardrail for the findings and ideas above.

AI-ASSISTED SUMMARY

This report is generated from accepted feedback using Gistback analysis. It is designed to help operators decide what to inspect, test, or fix next; it should not replace human review.

EVIDENCE LIMITS

Counts and percentages reflect the feedback submissions accepted into this reporting window, not a statistically representative customer survey. Treat findings as directional operating signals.

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