

Customer Experience

CHECK UP TOOL



Ideal State	Current State	Resources, Training, and Leadership Needed	Timing
<p>SAFETY CHECK:</p> <ul style="list-style-type: none"> • <i>No trip or slip hazards</i> • <i>Exits clearly marked</i> • <i>Physical distancing in place</i> • <i>Covid-19 sanitation standards implemented and validated</i> 			
Uniforms clean, crisp, and appropriate			
All associates wearing name badges or other identification			
Customers greeted in a quick and friendly manner upon entering			
No visible cell phones, wearable tech, or gum chewing evident			
Body language is appropriate—No slouching, leaning, or arms crossed			
Suggestive selling is used to ensure a complete experience and opportunity to grow sales			
Customers are thanked for their business and invited to return			
Front Line Associates are scripted and well versed in their roles (but not robotic or stiff)			
Leaders can be easily spotted and identified by customers. They are engaging frequently with both customers and team			
Signage is crisp, professional, and affixed properly. Nothing hand written or dog eared			

INSTRUCTIONS:

- Conduct this assessment during business hours and with little or no notice
- Be open with your team about what you are doing and why
- Remember the goal is not to play “gotcha” but rather to understand your current state and to plot a course forward for positive change in your business
- Involve your team in the solutions and solicit their ideas. Your team is your best source of learning to help improve your processes, quality, and service
- Be realistic about timing. Better to address one item at a time and build employee behaviors before moving on to the next item
- Remember that “resources” may include budgetary considerations. You may need to invest in uniforms, name badges, or training dollars

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Tony@igniteyourservice.com