



### **Thirty Crucial Points of Customer Contact**

Using a one-to-ten scale, ten being exceptional, score your sales counter on each of these thirty points.

1. **Parking;** clearly striped, minimum eight-foot wide spaces; designated space(s) for disabled; parking lot and sidewalk clean and free of trash; curbside height wheelchair access
2. **Signage, exterior;** clearly legible from main traffic flow; all sign lights operational; font and logo consistent with other business materials
3. **Entrance accessibility;** clearly marked, doors in working order; accessible to disabled, all entries into the branch accessible; no doors with “Wrong Door” signs; extra points for automatic doors for exiting with materials
4. **Hours of operation;** open for optimal convenience of customers; hours posted and large enough to be visible from vehicle
5. **Ceiling;** acoustic tiles, unbroken, stain-free; if ceiling is painted, clean & fresh; air exchange, louvers, return air grills clean and painted
6. **Lighting;** all operational, no burnouts; appropriate use of accent lighting; no glare at eye-level
7. **Merchandising;** enough inventory to fill shelves and/or wall displays; ease of selection and availability; stock not on the floor; kiosks & displays in working order, easy access between fixtures
8. **Acoustic signature;** easy to talk and to hear; music is intentional, subtle, and appropriate for clientele; background noise (phones, intercom, conversations, etc.) is minimal
9. **Sales materials,** brochures, and catalogs accessible and organized; professionally printed, comprehensive and understandable; spec sheets; competitive cross references; business contact information provided on all publications
10. **Cleanliness;** displays dusted; clean baseboards; free of cobwebs, all horizontal surfaces free of dust
11. **Flooring;** hardwood, polished; carpet, vacuumed, no traffic wear patterns; cement, clean, good traction; tile or laminate, clean, unbroken; flooring is comfortable for standing and walking, no chips, bumps, or tears that could trip customers



12. **Restrooms**; available to customers; paper and soap dispensers filled; clean, fresh, easily identifiable, private and comfortable
13. **Point of sale terminals**; conveniently located throughout the sales counter
14. **Identifiable labels**; product labels that describe features & benefits
15. **Packaging**; product presented in attractive packaging convenient for customer to handle
16. **Signage, indoor**; exits clearly marked, departmental signs visible, *no* handwritten signs
17. **Openness**; overall appearance establishes a feeling of trust, as if to say, “we have nothing to hide”; no signs that say “Employees Only,” “Do Not Enter,” or, my favorite, “Customers Not Allowed”
18. **Floor plan**; interior design layout logical for customer engagement; if store is part of a chain, floor plan is consistent with other locations
19. **Pace of business**; length of transaction – from selection to purchase – meets or exceeds customer’s expectations
20. **Bags**; sturdy enough to carry products; clearly marked with business contact information
21. **Interactive displays** or product demos; models that customers can “try before they buy”
22. **Voice**; business personnel speak in a pleasant tone that suggests an attitude of cheerful helpfulness, bi-lingual staff where a large portion of customers speak different language
23. **Attire**; staff easily identifiable; dress code to standards determined by business owner; matches or exceeds customer expectations
24. **Adequate number of counter salespeople** on hand to offer customers personal attention
25. **Professionalism**; individual staff members are empowered to do what’s necessary to serve customers



26. **Sales language;** sales staff comfortable making suggestions to buy and selling up when appropriate; don't speak jargon to customers
27. **Pricing policy;** pricing structure clearly understood by all personnel
28. **Customer business center;** separate space for customers to access computer, fax, phone and other business peripherals; Internet access; WiFi or Ethernet available to customers
29. **Warranty, or Guarantee;** posted information regarding a customer's options when dissatisfied with product/service
30. **The Wow Factor;** anything that is surprising, interesting, or fun; examples: popcorn machines, gourmet coffee, complimentary beverages, television, WiFi, free food, popular magazines, puzzles, video games.

Scoring:

Below 150 – You know what you have to do.

151-200 – Work on improving scores below “5” first.

201-250 – Congratulations! You have a good customer experience in place.

251-300 – Wow! How did you have time to take this test?