



Customer Service

Customer service entails many different areas of your business and one area that is often overlooked is of the image your business portrays to your customers and potential customers. Is the business showing the type of image you want your customers to see? Is the image reflecting the business owner's professionalism? And is the business image such that it will invite customers to enter?

An image review is an excellent way to address this critical area of operation and we have included a number of templates to assist you with this task.

There are a number of approaches that can be taken when reviewing your business image. Firstly, the owner will undertake a review, but is this entirely accurate? Second, members of staff can conduct a review but will this be totally unbiased? Finally, customers can conduct the review. But as they are already customers will you learn anything new? It is obviously best to get feedback from as many sources as possible but to be truly effective, you will have to see the feedback as constructive criticism and act accordingly.

Available on the DIA website Members only

AREA	PERFORMANCE					COMMENTS	ACTION
STORE EXTERIOR	1	2	3	4	5		
Exterior signs are clearly visible							
Exterior signs are in good condition							
Store exterior paint is in good conditions							
Store exterior in general is clean							
Store exterior is in good repair							
Windows are clean							
Door is clean							
Door (electric/mechanical) works							
Window signage is attractive							
Exterior footpath is clean							
For ambience is good							
Exterior image is good							
Shop is easily accessed							
Attractiveness of exterior							
Door mat is clean							
Door mat is in good condition							
Store name is prominent							
Store is easily identified from street							
Credit card signs visible							
Foot paths are clean							
Doorway allows easy access							

AREA	PERFORMANCE					COMMENTS	ACTION
RETAIL AREA	1	2	3	4	5		
Lighting is good/bright							
Paint is in good condition							
Counter is in good condition							
Displays are in good condition							
Area is free of clutter							
Counters are clean/sparkle							
Floors are clean							
Floors are in good condition							
Colour scheme is attractive							
Ambience is good							
Pot plants are healthy							
Pot plants are clean							
Competency of image projected							
Promotional material is visible							
Promotional material appeals							

AREA	PERFORMANCE					COMMENTS	ACTION
CUSTOMERS	1	2	3	4	5		
Customer greeting is friendly							
Customers are at ease							
Regular customers are greeted by name							
Delays are minimised							
Eye contact is maintained							
Customers are thanked							
Garments are checked with customer							
Garment are put away carefully							
Money/change is given correctly							
Staff remain 'cool' despite rudeness							
Complaints are handled well							

AREA	PERFORMANCE					COMMENTS	ACTION
STAFF	1	2	3	4	5		
Staff levels are appropriate							
Staff are clean and tidy							
Staff are well groomed							
Staff appear confident							
Staff appear knowledgeable							
Staff are courteous							
Staff appear un-hassled							
Staff project competency							
Telephone manner is good							