

CUSTOMER SERVICE CHECKLIST

RETAIL, CAFÉ, LEISURE (B2C)

1. STAFF APPEARANCE

YES NO

Business appropriate dress code

Wearing name badge if required

2. STAFF COMMUNICATION

YES NO

Opening hours clearly displayed

Product knowledge up to date

Friendly / natural customer greeting

Friendly / natural offer of assistance

Show genuine interest in customer enquiries

System for customer feedback

3. BUSINESS APPEARANCE

YES NO

Clean and tidy business front

Clean windows

Clean window ledges

Clean and tidy entrance / threshold

Clean and tidy floor

Clean and tidy reception desk

Displays clean and tidy

Clean and tidy exterior at back of premises

Outside bins stored in correct place and labelled with your business name

If the front or back of your premises is influenced negatively by a third party and you are unable to resolve it, please report it to Altrincham Unlimited's Town Ranger

Email: townranger@altrinchamunlimited.co.uk