



THE Pineapple

★ ★ ★ EXPERIENCE ★ ★ ★

SELF-ASSESSMENT



An exceptional experience defines the success of your business.

By anticipating the needs of your clientele, you will elevate the experience and strengthen your brand.

OVERALL YES NO COMMENTS:

Who is your target audience or clientele?			
Does your branding appeal to this audience?	<input type="checkbox"/>	<input type="checkbox"/>	
Does your mission serve this audience?	<input type="checkbox"/>	<input type="checkbox"/>	
What steps do you take to stay up to date to meet the needs of this audience?			
It is important to consider both the mission and the vision of your organization before implementing daily operations. Do you have a defined mission and vision statement? Please include an attachment.	<input type="checkbox"/>	<input type="checkbox"/>	
Do you have core values of your business? What are they?	<input type="checkbox"/>	<input type="checkbox"/>	

ONLINE PRESENCE YES NO COMMENTS:

Does your business utilize online registration? If so, is the portal both attractive and easy to use?	<input type="checkbox"/>	<input type="checkbox"/>	
Does your business manage a public Facebook page or other social media accounts? If so, do you regularly post fresh and relative content?	<input type="checkbox"/>	<input type="checkbox"/>	
Do you regularly review and respond to comments and ratings on google, yelp, trip advisor and other similar crowd voting apps?	<input type="checkbox"/>	<input type="checkbox"/>	

PHONE AND EMAIL **YES** **NO** **COMMENTS:**

Is your staff adequately trained to answer phones and email, responding quickly and politely?

Do you use or recommend a script or talking points?

Do you have a policy for putting guests on hold?

Do you have a policy that outlines within how many minutes or hours an email should be responded to?

PRESENTATION OF YOUR FACILITY **YES** **NO** **COMMENTS:**

When your business is approached by a customer, is the exterior of the building easy to find, well maintained and kept without clutter? Is your branding visible?

On the interior of your business, is the facility well maintained, attractive and free of clutter? How does the appearance represent your brand?

Does your business meet ADA requirements and is it knowledgeable in dietary restrictions?

If your target market includes families, what do you have designated for children?

What are you doing to be innovative in your field? Are you utilizing recent technology? Do you strive to upgrade on a regular schedule?

Describe your approach to maintaining your facility, including your deferred and planned maintenance program.

CUSTOMER SERVICE YES NO COMMENTS:

Do you have a written statement defining your expectations in customer service? YES NO

Do you provide customer service training for your employees? YES NO

Does the way your staff interacts with customers represent the mission and vision of your brand? YES NO

Do your employees take ownership and freely interact with customers? YES NO

MARKETING YES NO COMMENTS:

How is your brand perceived and what efforts have you taken to use marketing to shape this perception? What are the obstacles to your brand perception?

Summarize your current marketing efforts. Do you regularly monitor your marketing efforts and evaluate responses and return on investment? YES NO

How does your communications or marketing highlight the unique features of your property or brand?

EMPLOYEE DEVELOPMENT YES NO COMMENTS:

Describe your employee culture. How do you intentionally monitor and manage your company culture among employees? YES NO

Explain how you are investing in or developing your employees.

Do you have orientation and training programs for new employees? YES NO

Does your management team regularly monitor employee compensation and benefits?

What performance evaluation and award programs are currently in place?

Do you offer professional development and continued education in your field for yourself and staff?

What is your average employee turnover or retention rates?

REFLECTION

In what areas does your business need improvement?

What is your timeframe for these improvements?

What are your goals for 6 months, 1 year, 5 years, 10 years?

How do you analyze the trends of your market and your competition?

Congratulations on completing your self-assessment!
The Pineapple Experience looks forward to working with you.