



THE Pineapple

☆☆☆ EXPERIENCE ☆☆☆



Retail Self Evaluation

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.

CORE VALUES

YES NO COMMENTS:

Who is your target customer?

How would you describe the feeling and atmosphere of your store? Does it fit your target customer?

What would you say are the details that make the best customer experience?

ONLINE PRESENCE

YES NO COMMENTS:

Do you have an active and attractive website with easy to find hours and essential details?

Do you have and maintain social media business pages with regular posting? (e.g Facebook, Instagram...)

Do you maintain your and respond to feedback on your crowd-sourced sites? (e.g. Yelp, Google...)

E Commerce: Do you offer an online store? If so, how easy is it for customers to complete their order?

OVERALL DESIGN & AESTHETIC

YES NO COMMENTS:

Is your store concept and design cohesive with your target customer audience, goals and aesthetic?

Do you have a cohesive brand?

PHONE**YES NO COMMENTS:**

Is your phone system automated and difficult to get through to a person?

Does your on-hold message relay important hours of operation, holidays and promotions?

Are your sales associates kind and knowledgeable when answering the phones?

 STOREFRONT & EXTERIOR**YES NO COMMENTS:**

How is the exterior appearance, is it well maintained, free of clutter, and clean?

Does your store have clear signage that is brand cohesive?

Is parking safe, easily accessible and clearly marked with plenty of spaces?

How are your customers greeted upon arrival?

 STORE INTERIOR**YES NO COMMENTS:**

Is your checkout counter in a strategic location and easy to locate?

Is your checkout counter clear of clutter with attractive and brand cohesive signage?

Is your signage throughout the store brand cohesive?

Are dressing rooms clean and free of clutter? (as applicable)

STORE INTERIOR**YES NO COMMENTS:**

Are restrooms clearly marked and regularly serviced?

Are the walls and flooring clean, free of clutter and well maintained?

 MERCHANDISE**YES NO COMMENTS:**

Are items arranged in a way that makes sense?

Are the shelves well stocked?

Are aisles clearly labeled?

Are items easy for customers to reach?

Is your merchandise well organized and free of clutter?

 STAFFING**YES NO COMMENTS:**

Do you have a training and program for onboarding new employees? Does this include an employee handbook and policies for training and orientation?

Do you provide additional training in customer satisfaction, including how to treat customers and how to respond to issues (e.g. eye contact, key phrases, etc)?

Do you empower staff to remedy issues to the customer satisfaction?

MARKETING**YES NO COMMENTS:**

Do you have a marketing calendar for marketing campaigns?

Do you utilize an email platform to engage current and prospective customers?

What other forms of marketing do you utilize to engage customers?

 ENGAGEMENT/FOLLOW-UP**YES NO COMMENTS:**

Do you solicit feedback from customers or survey the guest experience? How do you evaluate and process this feedback?

What other follow up engagement do you have for marketing or communication?

 OVERALL STANDARD OF EXCELLENCE**YES NO COMMENTS:**

Does your staff take ownership and engage with guests?

What is intentionally implemented for guest experience?