

# CUSTOMER AND BRAND EXPERIENCE SELF-ASSESSMENT

Do you have clients who come to your office, showroom or facilities? Some may have had their first exposure to your business online; others may visit you first. Whatever the entry point, a consistent, branded experience across all marketing and communications channels contributes to a positive customer experience.

The following statements will help you to self-assess the onsite experience your customers are having. We hope you're knocking it out of the park! If there's room for improvement or updates, please let us know. We can help.

	YES	NO
Our employees wear branded apparel or name tags so they are easily identifiable.		
All employees have professionally printed business cards that align with our current branding in style and color.		
We have brochures and handouts in our reception area for visitors to take.		
Our marketing materials accurately reflect our company's mission and values.		
Our logo, colors and fonts are consistent across all materials and mediums.		
We have logoed pens, pads or other promotional products that our visitors can use and take with them.		
We have materials on hand to address frequently asked questions.		
We have a process to collect customer reviews through printed or electronic surveys.		
The images in our marketing materials accurately represent our customers and the types of customers we would like to attract.		
Our company logo and other visual branding elements are placed in all high-traffic areas throughout our facility.		

Did you answer, "No," to two or more? That's OK. Let's get started with your **FREE 30-minute audit** that will have you delivering the kind of customer experience that keeps them coming back for more. Contact us today!

