Customer Experience Audit Checklist

Walk the store as a customer would, from parking lot to checkout. Scores the experience, not just the conditions.

Store: _____ **Date:** _____ **Completed by:** _____

Mark each item **P** (pass), **N** (pass with note — half credit), **F** (fail), or **N/A**. ★ **Critical** items count 3x, and any critical fail means the store needs action this week.

Arrival & first impression

#	Item	P	N	F	N/A	Notes / owner
1	Parking lot and entrance are clean, safe, and well lit					
2	Store hours are visible and accurate					
3	★ Customer is greeted within 10 seconds of entering					
4	Store smell, sound, and temperature are pleasant					

Finding products

#	Item	P	N	F	N/A	Notes / owner
5	Aisles are clear and easy to navigate; wayfinding signs visible					
6	Products are easy to find; shelves full and faced					
7	★ Prices are clearly marked; shelf and register prices match					
8	Carts and baskets available and clean					

Staff interaction

#	Item	P	N	F	N/A	Notes / owner
9	A staff member can be found on the floor within 1 minute					
10	Staff offer help proactively, not only when asked					
11	Staff know the products and answer questions accurately					
12	Staff walk the customer to the item instead of pointing					
13	★ Staff are friendly, courteous, and professional					
14	Staff suggest a related item or add-on naturally					

Checkout

#	Item	P	N	F	N/A	Notes / owner
15	★ Wait at checkout under 5 minutes at peak					
16	Another register opens when the line exceeds 3 customers					
17	Cashier greets, makes eye contact, and thanks the customer					
18	Loyalty program or current promotion offered					
19	Items bagged carefully; receipt offered					

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Facilities & after-sale

#	Item	P	N	F	N/A	Notes / owner
20	Restrooms are clean and stocked					
21	Fitting rooms (if any) are clean and attended					
22	Returns and exchanges handled quickly and politely					
23	Online / pickup orders ready, with clear pickup signage					
24	A way to give feedback (survey, QR code, card) is visible					

Total points earned: _____ **Possible (excl. N/A):** _____ **Score %:** _____ **Critical fails:** _____

Scoring: Pass = weight, Pass with note = half weight, Fail = 0. Score % = points earned ÷ possible. 90%+ good shape · 70–89% watch · below 70% act this week.

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