



Retail Customer Experience Survey Checklist

Pre-Visit & Store Appearance

Evaluates the customer's experience before entering the store and the store's overall cleanliness and visual appeal.

Google Review Star Rating (Pre-Visit)

Storefront Cleanliness

- ☐ Excellent
- ☐ Good
- ☐ Average
- ☐ Poor
- ☐ Very Poor

Exterior Signage Visibility

- ☐ Very Visible
- ☐ Visible
- ☐ Somewhat Visible
- ☐ Not Visible

Describe any observations about the store's exterior appearance