



Business Image Self-Assessment Checklist

Yes	No	Needs Improvement	Description	Notes
			Phone Services	
			Is phone service adequate and easily accessible to our customers?	
			Are direct dial phone numbers available on the website?	
			Are phones answered promptly, in a friendly, courteous and helpful manner?	
			Is it easy to get directly to the help they need?	
			Are customers routed needlessly to multiple departments?	
			Business Parking and Facilities	
			Do search engines have our correct address(es) and hours of operation? Updated? Google Maps, Waze, etc?	
			Is physical street access to the facility easy?	
			Is adequate customer parking available, accessible, safe and well-lit? Security?	
			Do you have appropriate lobbies, waiting areas and customer service areas?	
			Are they comfortable, attractive, clean, well-lit, accessible and safe? Adequate seating? Trash and recycling receptacles?	
			How is the curb appeal of our facilities? What should/could be changed?	
			Is customer pickup and loading easy and accommodating? Is help readily available?	
			Is your business signage adequate, large enough, well-lit?	
			Are your facilities clean, well organized (for your customer), understandable, well-lit, accessible, and above all, safe?	
			Are your products ad services easy to find, displayed well and clearly priced?	
			Is product and service extensive information readily available?	
			Are there inappropriate odors and smells?	
			Do you offer customer amenities such as beverages, food or restrooms?	
			Are they comfortable, attractive, clean, well-lit, accessible and safe? Adequate seating? Trash and recycling receptacles?	
			Company Vehicles	
			Are they clean and well-maintained?	

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			Are they readily identifiable as your company vehicles?	
			Are they in need of upgrade or replacement? Do they need appearance upgrades (Wraps)?	
			Are they organized and free of debris and personal items?	
			Current registrations and licenses?	
			Are they good advertising tools for your business?	
			Cooperative advertising with your primary suppliers?	
			Employees	
			Uniformed, name badges and/or ID cards identifying them and your business?	
			Are they well-trained about their duties, responsibilities and company positions on handling politics, religious and social issues?	
			Do they reflect or represent your company policies, procedures and positions on how politics, religious and social issues are to be handled?	
			Are they empowered to make decisions that affect customer satisfaction?	
			Personal hygiene and grooming? Smells?	
			Do they speak well of your business, products and services?	
			Are they a good representative of your business and business image?	
			Are they sincerely helpful and friendly?	
			Are they good ambassadors for your business?	
			Do they get favorable reviews from your customers?	
			Rate your company retention and compensation program? Would the employees agree?	
			Do you have a rewards program for outstanding customer service?	
			Do your employees want to be at work every day? Would they agree?	
			Company Marketing Materials	
			#1 - your website. Do you have one? Is it useful, easy to navigate? Does it represent your company values? Does it represent your products and services well? Contact information readily available, complete and accurate? Current hours of operation? Is it unique, attractive and useful? Is it properly registered with major search engines? Do you actively do search engine optimization and marketing?	
			If you use social media, does it mirror your website and your company business image?	

Yes	No	Needs Improvement	Description	Notes
			Are your forms, quotes, invoices, statements and informational materials clean, attractive, professional and easy to understand and use? Are they “standardized” and reflect your company brand and image? Readily available to customers? Clear contact information?	
			Do your company uniforms look good and represent your business brand well?	
			Do you have available flyers and brochures informing people about your entire business. all your products and services? Are they updated and current? Do you also have them in downloadable format for availability on your website? Are they all standardized to reflect your company brand?	
			Do you do formal presentations and quotes for customers? How do you rate them? Are they professional, attractive, timely for your customers, and do they provide a comprehensive picture of your business, products and services? Are they easy to understand? Do they reflect your company brand?	
			Do your company vehicles, employees and all your marketing materials represent your business, products and services in the best manner possible and reflect your company brand?	
			Do you offer promotional gifts and items that put forward your company brand, to the enjoyment of your customers?	
			Do you do cooperative marketing with your key suppliers?	
			Rate your overall company “branding” program.	
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