

CUSTOMER AND BRAND EXPERIENCE SELF-ASSESSMENT

Do you have foot traffic in your business? Or do they visit you after being introduced online or in person? Regardless of the reason for the interaction, a consistent branded experience across all of your signs can contribute to a positive and memorable customer experience.

Use the following statements to self-assess what a customer experiences when they walk into your place of business. We hope you are already ahead of the game, but don't worry if you're not. Let us know how we can help address any uncovered issues.

	YES	NO
Our signs are in good condition and create a positive first impression of our brand.		
All interior and exterior signs have proper our proper logo, colors and fonts.		
All of our signs are legible and compliant with all local and federal accessibility laws (such as ADA).		
Visitors can easily navigate through our facility because we have clearly-seen wayfinding signage.		
We have utilized walls and window space to create a welcoming and friendly environment.		
Signage that has remained unchanged for an extended time still shows no sign of wear and tear.		
Our exterior signs are free from obstructions and easy to read.		
We utilize temporary signage for promotional messages, updates and events, but then have them promptly removed.		
Our company vehicles have vinyl lettering or graphics that are free from weather or road damage and support our branding.		
Our illuminated signs function properly so customers and potential customers can read our signage easily.		

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



**BOLD SOLUTIONS.
EXCEPTIONAL SUPPORT.™**