

## Points of Contact - Initial Impressions Checklist

Those first few minutes which often determine whether a potential customer will allow you to service their car (or whether they will return for a second visit).

### Scoring:

5 – Exceptional

2 – Poor

4 – Good

1 – Awful or missing

3 – Fair

NA – Does not apply

### Driving In/Walking Up

#### Signage

#### Comments

\_\_\_\_\_ Condition

\_\_\_\_\_

\_\_\_\_\_ Open sign

\_\_\_\_\_

\_\_\_\_\_ Hours

\_\_\_\_\_

\_\_\_\_\_ Phone number

\_\_\_\_\_

\_\_\_\_\_ Website

\_\_\_\_\_

\_\_\_\_\_ Other

\_\_\_\_\_

#### Parking Lot/Grounds

#### Comments

\_\_\_\_\_ Where to enter

\_\_\_\_\_

\_\_\_\_\_ Location of types of vehicles

\_\_\_\_\_

\_\_\_\_\_ Uniform parking

\_\_\_\_\_

\_\_\_\_\_ Pavement

\_\_\_\_\_

_____	Snow Removal	_____
_____	Striping	_____
_____	Lighting	_____
_____	Where to park	_____
_____	Ease of parking	_____
_____	Landscaping	_____
_____	Curbs	_____
_____	Curb bumpers	_____
_____	Adjacent property	_____
_____	Mailbox	_____
_____	Clutter	_____
_____	Debris	_____
_____	Other	_____

**Building Exterior**

**Comments**

_____	Condition	_____
_____	Paint	_____
_____	Windows	_____
_____	Overhead doors	_____
_____	Lighting	_____
_____	Other	_____

**Entrance****Comments**

_____ Where to go	_____
_____ Lighting	_____
_____ Sidewalk	_____
_____ Snow removal	_____
_____ Trash container	_____
_____ Smoking disposal	_____
_____ Debris	_____
_____ Front door	_____
_____ Windows	_____
_____ After hours drop	_____
_____ Other	_____

**Walking In/Reception****Staff****Comments**

_____ Greeting	_____
_____ Demeanor	_____
_____ Response time	_____
_____ Dress	_____
_____ Grooming	_____
_____ Other	_____

## Entry Area Inside

_____ Lighting	_____
_____ Condition	_____
_____ Mats	_____
_____ Sounds	_____
_____ Odors	_____
_____ Temperature	_____
_____ Clutter	_____
_____ Organization	_____
_____ Cleanliness	_____
_____ Signage	_____
_____ Decorating	_____
_____ Other	_____

## Write Up Area/Visible Office Area

## Comments

_____ Lighting	_____
_____ Where to go	_____
_____ Desk/counter	_____
_____ Seating	_____
_____ Condition	_____
_____ Clutter	_____
_____ Organization	_____

_____	Cleanliness	_____
_____	Decorating	_____
_____	Certifications, diplomas, awards	_____
_____	Signage	_____
_____	Readiness	_____
_____	Technology	_____
_____	Service details	_____
_____	Information	_____
_____	Paperwork	_____
_____	Professional look	_____
_____	Other	_____

**Waiting for service/transportation**

<b>Customer Lounge</b>	<b>Comments</b>
_____ Lighting	_____
_____ Where to go	_____
_____ Clutter	_____
_____ Organization	_____
_____ Cleanliness	_____
_____ Decorating	_____
_____ Condition	_____
_____ Sounds	_____

- \_\_\_\_\_ Odors \_\_\_\_\_
- \_\_\_\_\_ Temperature \_\_\_\_\_
- \_\_\_\_\_ View of shop area \_\_\_\_\_
- \_\_\_\_\_ Refreshments \_\_\_\_\_
- \_\_\_\_\_ Seating \_\_\_\_\_
- \_\_\_\_\_ Kid's area \_\_\_\_\_
- \_\_\_\_\_ Media (audio, video, Wi-Fi, print) \_\_\_\_\_
- \_\_\_\_\_ Signage \_\_\_\_\_
- \_\_\_\_\_ Trash container \_\_\_\_\_
- \_\_\_\_\_ Other \_\_\_\_\_

**Restroom**

**Comments**

- \_\_\_\_\_ Lighting \_\_\_\_\_
- \_\_\_\_\_ Cleanliness \_\_\_\_\_
- \_\_\_\_\_ Odors \_\_\_\_\_
- \_\_\_\_\_ Temperature \_\_\_\_\_
- \_\_\_\_\_ Clutter \_\_\_\_\_
- \_\_\_\_\_ Organization \_\_\_\_\_
- \_\_\_\_\_ Condition \_\_\_\_\_
- \_\_\_\_\_ Coat hook \_\_\_\_\_
- \_\_\_\_\_ Trash container \_\_\_\_\_
- \_\_\_\_\_ Seating \_\_\_\_\_

_____ Decorating	_____
_____ Supplies	_____
_____ Other	_____

**Shop**

**Comments**

_____ Staff appearance	_____
_____ Lighting	_____
_____ Clutter	_____
_____ Organization	_____
_____ Cleanliness	_____
_____ Condition	_____
_____ Equipment	_____
_____ Technology	_____
_____ Professional look	_____
_____ Other	_____

Any item scoring lower than a “4” is causing a certain number of customers to be lost.