

Retail Outlet Service Quality Assessment Sheet

Date of Assessment

Assessor Name

Retail Outlet Name/Location

Service Quality Criteria	Excellent	Good	Average	Poor	Comments
Cleanliness of Store	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<div></div>
Staff Friendliness	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<div></div>
Product Availability	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<div></div>
Queue/Waiting Time	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<div></div>
Staff Product Knowledge	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<div></div>
Store Organization	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<div></div>

Overall Comments

Suggestions for Improvement