

# Customer Experience Checklist



## 1. Stationery & Packaging:

- Are your stationary, paper, newspaper, ribbon, and bags aligned with your logo and brand colors?
- What is your stationery and packaging style?
- Do you have a comfortable transportation option for your customer purchases (ex. Water splashing on their seat, vase falling over, bouquet coming undone, etc.)?
- How does the design of your carry-out bag enhance the transportation and recipient unboxing experience?

## 2. Online Customer Experience:

- Does your online flower gallery reflect your brand's motto/branding/niche/style?
- How do you maintain the uniqueness of each design by avoiding specific product photos online?
- Do you need to create a personalized online form to understand the recipient and ensure a specific design in your niche?

## 3. In-Store Customer Experience:

- Have you researched and drawn inspiration from customer service practices at brands you admire?
- How are you prioritizing exceptional in-store service without being intrusive?
- What practices, such as assisting customers to their cars and providing detailed flower care instructions, have you implemented?

## 5. Customer Retention:

- How do you ensure a multi-sensory experience both in-store and online to resonate with a diverse customer base?
- What combination of unique designs, excellent customer service, and an overall memorable experience contributes to customer retention?
- Do your employees have a phone script/in-person script they follow for consistency?
- Do you and your employees speak to customers the same way? Are they attentive? Do they ask the right questions?



# Customer Experience Checklist



## General Customer Service Experience

- Focus on covering the 5 senses – touch, smell, hear, see, taste (can be skipped in this case unless you're doing a food option)
  - Touch: if you are creating a luxe shop, are your ribbons, material, boxes made of luxe material? Etc.
  - Smell: do your flowers smell (most common)? Does your store smell good? Sometimes the vases smell dirty, are those properly washed? Etc.
  - Hear: what type of music are you playing in store? On social media? What educational content are you vocally teaching about? What do you say when customers walk in? How do you talk to customers?
  - See: Does your interior match your branding? Do your social media posts align with a consistent filter, font, music, style? When people come into your store, do they see your brand in every bouquet/arrangement/product?
  - Taste: option to add coffee/desserts/something else to your shop. Is not necessary in this case unless that's part of your business brand.
- What do you want your customers to think about your customer experience?
- How do you want them to feel coming in and leaving the store?
- What kind of clientele do you attract? How does it match your brand?

### Reflection Questions:

- In what ways does your packaging and unboxing experience contribute to the overall brand perception and customer satisfaction?
- How do you balance showcasing your floral designs online while maintaining an element of surprise and uniqueness for each order?
- What specific practices from brands have you successfully incorporated into your in-store customer service experience?
- How do you personalize the customer experience to cater to individual preferences and senses?
- In what ways do you measure and ensure customer retention, and what strategies are in place to enhance customer loyalty over time?
- Do you have an email list or marketing blasts sent out to customers with discounts, holiday offers, and updates?