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CUSTOMER EXPERIENCE TRACKER ©

Customer Journey Map Retail

The store is very far from where I live.
Access to the store is well / poorly marked.
Opening hours are convenient / inconvenient to me.
The parking lot is well / badly structured.
It's easy / difficult to find a parking spot.
There is / isn't a catalogue at the entrance.
We feel welcome / unwelcomed here.
It is too hot / too cold in this store.
There is enough / not enough room to circulate.
There are too many people in this store.
The store upkeep is satisfactory / unsatisfactory.
The baskets and shopping carts are practical / badly designed.
It is easy / difficult to find what you need in the aisles.
The labels are informative / lack information.
Prices are attractive / too high.
Promotional sales are attractive / not attractive enough.
There is a lot of / not enough variety.
I can find a salesperson easily / where are the salespeople?
The salesperson is helpful / I get the feeling I'm bothering them.
The salesperson took care of me / deserted me.
The salesperson dedicates time to help / is quick to get rid of me.
The salesperson is / isn't an expert in his field.
The salesperson gives / does not give good advice.
There are enough / not enough cash registers open.
Check-out is simple and fast / tedious.
The cashier gives me a smile / doesn't smile.
Priority cash registers are well / badly managed.
I can / cannot pay with various methods of payment (check, American Express).
I find it outrageous to pay 4 cents for a bag.
My bags are searched at the exit. It's unpleasant.
Someone / no one helps me load my car.
My visit was a success / I came for nothing.
When I receive an email from the store asking for my feedback, I respond / I delete it!

Delight potential (positive impact score)

Potential for improvement

Average satisfaction

Risk of disenchantment (negative impact score)

occurrence %

stages in the customer journey

| STORE ACCESSIBILITY | ENTRANCE | INSIDE THE STORE | OFFER | INTERACTIONS WITH SALESPEOPLE | CHECK OUT | EXIT | AFTER |

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