

Servicescape Audit

Purpose

This worksheet is intended to help you conduct a self-audit of the various customer-facing physical environments or “servicescapes” at your institution.

Instructions

This audit is divided into three steps. Use a blank copy for each additional space you wish to audit. Depending on your needs/institutional context, the audit may be conducted solo or by an entire team/task force.

Step 1: Answer these questions BEFORE you begin the audit. It is best to answer them while you are outside the space you are auditing (i.e. if you are conducting an audit of your Admissions welcome center, respond to the questions in Step 1 while somewhere other than the Admissions welcome center).

Step 2: This is the heart of the audit. Complete this portion while physically present in the space you are auditing. Go during peak business hours to get the truest sense of what the space is like. While responding to the questions, try to observe the space critically and through the eyes of a visitor. Take photos with your phone or digital camera to document what you are seeing. You may also wish to informally ask customers/employees what they think of different aspects of the space while you are conducting the audit.

Step 3: Respond to these questions AFTER you have completed the audit. These questions are intended to make you think of overall conclusions/action steps moving forward. Conversation with a team or task force during this portion of the audit is strongly encouraged.

Step 1:

- 1.) What function does this space have (i.e., what do your customers need to be able to accomplish in this space?)

- 2.) What physical/environment attributes are necessary for customers to accomplish this? (i.e., a desk, chairs, pens, extra paper, etc.)

- 3.) How do you want customers to feel while they are in the space?

- 4.) What do you want this space to convey about your institution?

Step 2: On-the-Ground Servicescape Audit

- What is your immediate reaction (i.e. within the first 10 seconds) when you walk into this space? What do you:
 - See
 - Hear
 - Smell
 - Feel (emotions-wise: how does the overall environment cause you to feel)?
 - Feel (physically: are you warm, cold, relaxed, tense)?

Space for additional notes/ summary of overall first impression:

- Use the chart on the following page to rate & document additional details about this picture.

	Not at all (-2 pts)	Not really (-1 pts)	Unsure (0 pts)	Somewhat (+1 pts)	Yes (+2 pts)	Additional notes/comments
<p>ORGANIZATION</p> <p><i>Is the space organized and free of unnecessary clutter?</i></p>						
<p>CLEANLINESS</p> <p><i>Is the space clean? Are there adequate trash cans/other receptacles to keep the space clean?</i></p>						
<p>TRAFFIC FLOW</p> <p><i>Are traffic patterns for customers moving within the space intuitive and clearly defined?</i></p>						
<p>QUANTITY OF SIGNAGE</p> <p><i>Is there sufficient signage in the space to point customers in the right direction?</i></p>						
<p>QUALITY OF SIGNAGE</p> <p><i>Is existing signage legible, accurate, and positive?</i></p>						
<p>VOLUME LEVEL</p> <p><i>Is the noise level within the space (music, conversation, other background noise) appropriate?</i></p>						

<p>SMELLS</p> <p><i>Are the smells in the space appealing/appropriate for its function?</i></p>						
<p>BRIGHTNESS/ DIMNESS OF LIGHTING</p> <p><i>Is the space appropriately lit for its function?</i></p>						
<p>QUANTITY OF FURNITURE</p> <p><i>Is there an appropriate amount of furniture in the space for what customers need to accomplish?</i></p>						
<p>QUALITY OF FURNITURE</p> <p><i>Is the furniture in the space comfortable/ in good condition?</i></p>						
<p>DÉCOR</p> <p><i>Is the décor appropriate for the space/does it enhance the overall customer experience?</i></p>						
<p>BRANDING</p> <p><i>Are there an adequate number of branded elements (i.e. colors, literature, etc.) to convey that this space is part of your institution?</i></p>						

<p>EMPLOYEE APPEARANCE</p> <p><i>Is employee physical appearance (i.e., uniform, nametags, and overall polished appearance) appropriate for the function of the space?</i></p>						
<p>QUANTITY OF EMPLOYEES</p> <p><i>Does the number of employees present appear to be proportional to/sufficient for the volume of customer traffic?</i></p>						
<p>ADA COMPLIANCE</p> <p><i>Is the space ADA compliant?</i></p>						
<p>FERPA/HIPPA COMPLIANCE</p> <p><i>Does the physical design of the space take into account FERPA/HIPPA compliance considerations?</i></p>						
<p>CULTURAL SENSITIVITY</p> <p><i>Does the space appear to be designed in a way that is culturally sensitive? Would all types of students feel comfortable in this space?</i></p>						
<p>WELCOMING</p> <p><i>Overall, is this space welcoming?</i></p>						

Total Score:

Additional comments/notes:

Step 3: Follow-up Questions/Conclusions

1.) After conducting this audit, do you feel like customers are successfully able to accomplish what they need to accomplish in this place?

If yes, which physical attributes/elements are especially effective in contributing to this success (what is GOOD about this space)?

If no, what changes to the spaces will be necessary to enable customers to better accomplish what they need to accomplish there?

2.) After conducting this audit, do you feel like this physical space successfully makes customers feel the way you want them to feel? Why or why not (which specific physical attributes contribute to the conclusion)?

3.) After conducting this audit, do you feel like this physical space successfully conveys what you want it to convey about your institution as a whole? Why or why not?