Branch Sales & Service Audit Checklist In-Store

FSI recommends that management periodically review in store branch facilities, services, and the overall member and customer experience. Use this checklist as a starting point to assess how your branch is performing and where opportunities for improvement may exist.

Getting to and calling the branch

Question: Is current directional and phone number information accurate and easy to find. Have exit numbers, phone numbers, or area codes changed. Have you checked the following locations.

- Telephone directories
- Websites
- Local publications
- 411 and directory assistance

Arriving at the in-store branch and first impressions

Question: Is the branch easy to see and locate within the store. Are all exterior elements clean, visible, and in good working order. Have you reviewed the following.

- Parking lot condition
- Lighting
- Landscaping and shrubs
- Doors and entryways
- Roofs and overhangs
- ATMs and night depository
- Overall security

Note: A strong working relationship with the store manager can greatly support exterior upkeep and issue resolution.

Walking into the branch and first impressions

Question: What does the branch communicate to someone approaching or entering the space? Have you evaluated the following.

- Lighting
- Smells and overall freshness
- Cleanliness and dust control
- Internal directional signage
- Posted store hours, especially in 24-hour locations
- Colors and decor
- Merchandising and visual displays
- Flooring and furnishings
- Layout and flow
- Overall atmosphere and aesthetics

Friendly greeting and first impressions

Question: What are the first words a member, customer, or prospect hears. What verbal and nonverbal message is conveyed. Have you evaluated the following.

- Time it takes for someone to be acknowledged
- How the welcome sounds and looks, including HHAY behaviors
- Public address system announcements or greetings, if applicable
- Overall impression, such as high quality versus transactional
- Sales staff presence in front of the counter versus behind it

Amenities and comfort

Question: Does the member, customer, or prospect feel like a guest. Have you addressed the small details and comforts that enhance the experience.

- Seating condition and comfort
- Queue lines and wait management
- Availability of transaction supplies
- Reading materials and brochures
- Refreshments
- Gifts and promotional items
- Restroom access and condition
- Umbrella availability on rainy days
- Escorts or assistance to the car when appropriate

Staff image and first impressions

Question: What is the overall skill level and professionalism of the staff. Have you reviewed the following.

- Customer service basics and consistency
- Product and service knowledge
- Sales skills and confidence
- Business development skills
- Interpersonal and relationship building skills
- Telephone etiquette
- Verbal and nonverbal communication skills
- Professional appearance and image

Before the sale

Question: What happens after the initial request for a product or service. Have you evaluated the following.

- Information gathering and discovery process
- Operational procedures and compliance steps
- Interrogation versus conversational approach
- Alignment with the Make a Friend, Make a Customer®, Make a Friend, Make a Member® philosophy

During the sale

Question: What happens during the sales interaction. Is the focus on the institution or on the member, customer, or prospect. Have you evaluated the following:

- Use of brochures versus personalized profiling and recommendations
- Who is doing most of the talking
- Clarity and readability of sales materials

- Minimization of unnecessary operational steps
- Comfort, ease, and confidentiality when discussing private information
- Clearly asking for the business

After the sale

Question: What happens once documents are signed and the sale is complete. Have you considered the following.

- New member or customer introductions to branch and store staff
- Thank you gifts or acknowledgments
- Personal follow up on the first check order
- Personal follow up after the first statement
- Use of the 2 2 2 Rule
- Ongoing electronic communication or issue tracking
- Cross sell follow up opportunities
- Member or customer satisfaction surveys

Overall branch impression

Question: How would someone describe the branch after their first visit. For example, cold, outdated, inflexible, warm, inviting, or high quality. Have you evaluated the following.

- Overall building condition and store layout
- Interior design and functionality
- Merchandising and sales process effectiveness
- Staff competence and attitude
- Internal and external communications and media presence

This audit is intended to support continuous improvement, not to assign fault. Use the observations and insights gathered to identify strengths, address gaps, and prioritize actions that enhance the member and customer experience. Small improvements made consistently can significantly impact relationships, trust, and long-term growth.