



Brand Touchpoint Audit

Touchpoint	Evaluation Criteria	Strength	Okay	Needs Work
Google Business Profile	Is it complete, current, and accurate?			
Website (Desktop)	Does the site load quickly? Is it well organized and look professional? Does it communicate clearly? Is the information up-to-date?			
Website (Mobile)	Does the site load fast? Does it look professional, and communicate clearly?			
Phone Greeting:	Is the phone answered promptly. Are callers treated professionally?			
On-Hold Messaging/Voicemail:	What does the caller hear while waiting?			
Email Response Time & Tone	How fast are emails replied to? How personal are the responses?			
Physical Space:	Is the space clean, well-organized, and comfortable?			
Staff Interactions:	Are the staff warm and knowledgeable? Is the experience consistent from person-to-person?			
Service Delivery:	Does the experience match the promise?			
Invoices/Billing	Are invoices clear, understandable, and easy to pay?			
Follow-Up:	Are customers contacted after the sale or service to assess satisfaction?			
Social Media:	Is it consistent, on-brand, and actively engaging?			
Online Reviews:	Are reviews monitored and responded to?			
Complaint & Problem Handling:	What happens when something goes wrong?			
Packaging, Materials & Handouts:	Does packaging look and feel like “you”?			