



Invisible Brand Audit

For each touchpoint, ask: What impression does this leave? Is that the impression that I want?

Brand Touchpoint	Current Impression	Desired Impression
Google Business Profile		
Website		
Phone Greeting & Hold Experience		
Email Response Time		
Physical Space		
Team Interactions with Customers		
Invoices & Receipts		
Social Media Presence		
Online Reviews & Responses		
Complaint Handling		
Delivery/Work Vehicle Cleanliness		
Correspondence Quality		
After-Purchase Follow-Ups (Customer Satisfaction Checks)		