

CAFÉ MAGIC CHECKLIST

Audit Date:
Coffee House:
Location:

Brightness (Smiling, engaging, positive and caring personality)
Below Average Above Excellent

Owner's pride/knowledge in the brand and business
Below Average Above Excellent

Engage (Eye contact and hello 5 seconds from customer arrival)
Below Average Above Excellent

Involve (Know more than customer's name. Engage in "real conversation")
Below Average Above Excellent

Room Host (Aware/controls customer satisfaction in entire room with a fun and attentive focus on everybody)
Below Average Above Excellent

Leave Your Mark (Awareness and warm goodbye)
Below Average Above Excellent

Menu knowledge
Below Average Above Excellent

Up sale Menu beyond customer order
Below Average Above Excellent

Coffee Knowledge
Below Average Above Excellent

Café/Bathroom cleanliness
Below Average Above Excellent

Customer relaxes and lingers (Décor/Colors/Atmosphere feels like a comfortable "3rd place" to share personal/professional conversation)
Below Average Above Excellent

Small or large group meeting place

Below Average Above Excellent

Speed of ordering and drink preparation

Below Average Above Excellent

Proposed Action Plan:

Summary

Prioritized Change List

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