**Website Checklist:**

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|  | 1. Website is uncluttered, straight forward yet engaging and customer can find what they need quickly- Products/services, Customer Service help, customer blog, etc. |
|  | 2. Customer has control on the website to do whatever they need to do – Go backwards and forwards, see all the items without scrolling forever, viewing the different departments etc. without exiting the site, or without getting lost (ex: a catalog of items allows them to choose whatever item category and go straight to that area. |
|  | 3. Catalog of items or services. |
|  | 4. Can easily select item or service and options required or needed (styles, colors, timing-daily, weekly etc.) |
|  | 5. If a product it allows customers to select new, or existing catalogues. |
|  | 6. Allows customer to choose by price, timeliness, etc. |
|  | 7. Website includes an easily and clearly marked Customer Service Live Chat area |
|  | 8. If you start a live chat a CSR answers your query within 1 minute or there is feedback on how long you must wait. The wait time should be reasonable or (less desirable--an alternate phone number or email should be provided. They might also ask for a phone number to call you back and when that might be convenient.) |
|  | 9. Customer blog seems active and timely… you should see current postings from the past week. If  the dates are older than that, they are not engaging their customers sufficiently. |
|  | 10. Engaging short videos of either catalog items, new items, media coverage that might engage the customer vs. just advertising. |
|  | 11. Graphics have a purpose and enhance the customer experience from their viewpoint, not the company’s. |
|  | 12. There are easy to access, understand instructions for ordering, payment (allows option to store an encrypted version of credit card or use PayPal, and shipping options are provided). |
|  | 13. Expedited premium service plan is offered –yes/no. |
|  | 14. Shipping tracking – through provided tracking number or email. |

**Note:** (Premium service) text to your phone – when is it provided? All along the route until it reaches your door or just when it is shipped and when it is due to arrive?

**1 |** P a g e © K a p l a n U n i v e r s i t y