

Customer Service Evaluation Form (Retail)

Use this **customer service evaluation form sample** for retail to effectively assess and improve the quality of your staff's interactions with customers. The form includes key criteria such as responsiveness, professionalism, and problem resolution. It helps businesses identify strengths and areas for improvement to enhance overall customer satisfaction.

Employee & Evaluator Information

Employee Name:

Date:

Evaluator Name:

Evaluation Criteria

Criteria	Excellent	Good	Average	Poor	Comments
Greeting & Welcoming Customers	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="text"/>
Responsiveness	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="text"/>
Professionalism	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="text"/>
Product Knowledge	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="text"/>
Problem Resolution	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="text"/>
Overall Attitude	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="text"/>

Additional Comments & Suggestions

Please provide any additional comments or suggestions for improvement.

[Submit Evaluation](#)