

# Customer Assessment Form Sample for Retail Businesses

A **customer assessment form** sample for retail businesses helps gather valuable feedback to improve service quality and customer satisfaction. This form typically includes questions about shopping experience, product preferences, and overall store ambiance. Utilizing this tool enables retailers to identify areas for growth and enhance customer loyalty effectively.

**Customer Information**

Name:

Email (optional):

**Shopping Experience**

How satisfied were you with your shopping experience?

☐ Very Satisfied

☐ Satisfied

☐ Neutral

☐ Unsatisfied

☐ Very Unsatisfied

**Product Preferences**

What types of products do you prefer or purchase most often?

**Store Ambiance**

How would you rate the overall store ambiance (cleanliness, lighting, music, etc.)?

Excellent

**Additional Feedback**

Please share any comments or suggestions to help us improve:

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