

The Front Desk Excellence Checklist

15 quick self-audit points to see how your first point of contact is really performing — before your customers tell you themselves.

FIRST IMPRESSIONS

- ☐ Customers are greeted within 30 seconds of arriving or calling in.
- ☐ Front-line staff use the customer's name where possible.
- ☐ Staff appearance and workspace reflect the brand's standard.
- ☐ There's a consistent greeting script — not left to guesswork.

COMMUNICATION

- ☐ Staff can answer common questions without needing to "check and call back."
- ☐ Tone stays warm and professional, even when the customer is frustrated.
- ☐ Staff avoid jargon customers wouldn't understand.
- ☐ Wait times are communicated clearly, not left open-ended.

COMPLAINT HANDLING

- ☐ Staff acknowledge the issue before jumping to a solution.
- ☐ There's a clear process for escalating issues staff can't resolve alone.

FOLLOW-THROUGH

- ☐ Promised call-backs or follow-ups happen on time, without being chased.
- ☐ There's a simple way to track open customer issues so nothing falls through.
- ☐ Staff check back in after resolving an issue, not just after the first fix.

TEAM & SYSTEMS

- ☐ Front-line staff have received formal customer service training in the past 12 months.
- ☐ Staff know what to do when they don't know the answer.

HOW TO USE THIS

Tick what's already working. Anywhere you left a box empty is a gap worth addressing — starting with whichever one costs you the most customers. If more than 4-5 boxes are unticked, that's usually a sign the gap is systemic, not individual — a training issue, not a people issue.

READY TO CLOSE THE GAPS?

This checklist tells you where the gaps are. The training closes them.

This September, I'm running a hands-on training built for exactly this: turning your front-line team from your biggest risk into your strongest asset.

COMING SEPTEMBER

Front Desk to Front Runner

A practical CX training for receptionists, admin staff, and front-line teams — real scenarios, real tools, real confidence.

Want early access + pricing before it opens publicly? DM "FRONTRUNNER" on Instagram or WhatsApp.