

Instructions

Let's figure out if we can do anything to improve communication! We've spoken about a few topics, so this is meant to investigate those a bit. Comments are optional, though I've provided room in case you want to expand on an answer.

There are 10 statements to evaluate, plus a few optional follow-up questions.

Note: When I say "employees," I mean both paid employees and volunteers.

Evaluate the following statements on the scale provided. Please choose just one answer for each.

1. Employees communicate clearly and concisely

- a. Strongly Disagree
- b. Somewhat Disagree
- c. Neutral
- d. Somewhat Agree**
- e. Strongly Agree

Comments: None.

2. Employees value teamwork and exemplify cooperation every day

- a. Strongly Disagree
- b. Somewhat Disagree
- c. Neutral
- d. Somewhat Agree
- e. Strongly Agree**

Comments: The team works cohesively and is always incredibly supportive of each other.

3. Employees interact naturally with customers

- a. Strongly Disagree
- b. Somewhat Disagree
- c. Neutral
- d. Somewhat Agree**
- e. Strongly Agree

Comments: The baristas are good at genuine conversation with people. Often when they get busy or have too many drinks to make they forget to continue the conversation and level of service as they are focusing on just drink making.

4. Customers provide positive feedback regarding service from employees

- a. Never
- b. Sometimes
- c. Most of the time
- d. All of the time**

Comments: We use square register and are continually getting great feedback

5. **Customers look at ease when checking out**

- a. Strongly Disagree
- b. Somewhat Disagree
- c. Neutral
- d. Somewhat Agree**
- e. Strongly Agree

Comments: I would say the majority of the time we do a great job being welcoming and engaging. Everyone could use the reminder of how important that is, and the challenge to be better at providing good service.

6. **Customers are satisfied with employee knowledge of products, current offerings, and events related to the coffee shop and, by extension, the church**

- a. Strongly Disagree
- b. Somewhat Disagree
- c. Neutral
- d. Somewhat Agree**
- e. Strongly Agree

Comments: Most of the staff can communicate what is happening in the coffee shop. Some of the church events they don't know as much about as the church isn't the best at planning or communication.

7. **Employees strive to make the customer's day in every interaction**

- a. Strongly Disagree
- b. Somewhat Disagree
- c. Neutral
- d. Somewhat Agree**
- e. Strongly Agree

Comments: None.

8. **Employees ask thoughtful and interesting questions to engage customers in downtime**

- a. Strongly Disagree
- b. Somewhat Disagree
- c. Neutral
- d. Somewhat Agree**
- e. Strongly Agree

Comments: It would be cool to help the baristas have some conversation starters to help be better at this!

9. **When not busy, employees seek to make conversation with customers**

- a. Strongly Disagree
- b. Somewhat Disagree
- c. Neutral
- d. Somewhat Agree
- e. Strongly Agree**

Comments: None.

10. Customers feel at home when they're at the shop

- a. Strongly Disagree
- b. Somewhat Disagree
- c. Neutral
- d. Somewhat Agree**
- e. Strongly Agree

Comments: That's our goal!

11. Did any one topic stick out to you in the survey that you'd like to work on?

Comments: Encouraging the baristas to elevate their level of service by striving to make each customers day better and striving to have quality, authentic conversations.

12. Did anything new come up for you that I hadn't included?

Comments: Don't think so

13. Is there anything else you'd like to mention regarding communicative practices?

Comments: Thanks for your help!