

# The Positive Customer Experience Checklist

*This is an extra resource to go along with the original article:  
[Managing the Expectations of Your Wireless Installation Clients](#)*

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- ☐ The scope of work is outlined in a detailed service plan.
- ☐ You list all equipment you will provide for the job so the customer knows what they'll get.
- ☐ You make sure to lay out a clear schedule for work and deliverables.
- ☐ You go over the client's goals clearly so you know how to provide the right solutions.
- ☐ You push back on any customer requests that are impractical or unreasonable.
- ☐ You always err on the side of producing great audio.
- ☐ The pricing is clear and complete. There are no unexpected charges or fees.
- ☐ There's a legally created contract in place to protect both parties.
- ☐ You are always empathetic about the customer's needs.
- ☐ You carefully evaluated the wireless audio system's operation area before installing.
- ☐ You look for ways to *add* value, not just bill the customer more.
- ☐ You make the administrative/paperwork side of the relationship easy.
- ☐ You are flexible with payment options (just don't be taken advantage of).
- ☐ Your customer support and troubleshooting are fast and reliable.
- ☐ You (and your team) always have a positive attitude with customers.
- ☐ You regularly run spectrum analyses to make sure you understand the operation area.
- ☐ The price the customer pays includes any eventualities (so they can ask later).
- ☐ In each interaction with the customer, you strive to be clear and don't use jargon.
- ☐ You promise a little less than you're absolutely sure you can deliver.
- ☐ You are honest and transparent about the cost of materials (devices, cable, etc.).
- ☐ You have trained your client well to use their own equipment.
- ☐ Your client knows what their system is capable of and what it isn't.
- ☐ You only make obligations you are sure you can meet.
- ☐ Your team shows a professional appearance at all times.
- ☐ Your client knows what to do when/if something breaks.
- ☐ You have multiple frequency coordination plans ready in case something changes.
- ☐ You have left documented instructions or workflows.
- ☐ Your client has your contact information so they can get help if necessary.
- ☐ You check up with the customer a while after the sale to see how things are doing.
- ☐ You graciously accept any feedback.