

CUSTOMER LOUNGE INSPECTION CHECKLIST

GUIDELINES

The customer lounge should be set up according to the Company guidelines and Best Practices. Use this inspection checklist to ensure that your Customer Lounge is compliant.

The WHY's

- To provide the most inviting, easy and safe Customer Experience.
- Maintaining consistency across all stores gives our customers peace of mind.
- A clean, uncluttered environment shows we care about our customers.
- The Customer Lounge environment is a direct reflection of our Brand Image.

Inspection Checklist	
<input type="checkbox"/>	EVERYTHING is clean - floors, walls, windows, sales pods, counters, furniture.
<input type="checkbox"/>	Window signage complies with current guidelines. Store Hours decals have our logo in Red.
<input type="checkbox"/>	Wall Posters in Legacy stores are current and follow priorities outlined in the guidelines.
<input type="checkbox"/>	Digital Displays in New & Refresh stores are in working order, and streaming content correctly.
<input type="checkbox"/>	"Know Your Numbers" display board(s) are current and are positioned to comfortably inform customers. No tires or wheels displays on these stands.
<input type="checkbox"/>	3-piece Wheel Display follows the guidelines.
<input type="checkbox"/>	No tires or full size wheels are displayed in the Customer Lounge.
<input type="checkbox"/>	COVID signage and germ barriers have been removed, unless a specific situation deems it necessary.

HELPFUL LINKS

[Customer Lounge Merchandising Guidelines](#)

QUESTIONS

Contact Daphne.Barnes@discounttire.com

CUSTOMER LOUNGE MERCHANDISING STRATEGY

Delight our customers by providing a consistent inviting, clean and uncluttered space to do business with us. Providing a consistent Customer Experience across all stores gives our customer peace of mind so that no matter where they choose to shop with us, we will take care of them.