



# Customer Experience

## Store Atmosphere and Features

We maintain a professional in-store atmosphere that appeals to a player's senses.

- Smells—We take measures to ensure warm or neutral smells and avoid intrusive and distinctive smells.
- Sounds—We feature light music for ambience and pay attention to inappropriate sounds. Consider your local laws when featuring this element.
- Sights—Our store is photogenic, and we have tidied or hidden all eyesores like cardboard and clutter.

We feature either free parking or a store that is easily accessed by public transit.

We either have food and drink, or it is available nearby.

We make it easy for players to know their food options.

Our tables and chairs match, and our furniture and fixtures are in good condition.

## Staff and Training

We have a training manual or employee handbook.

We greet customers as they enter the business.

Our staff is approachable and available to help.

Our staff is knowledgeable about the products we carry.

Our staff is available to demonstrate a variety of games to customers.

## Professionally Run Events

We communicate event details in a variety of places: in-store, social media, word of mouth.

We communicate all important event details: prizes, registration, start times.

Our event environment is comfortable.

Our play space is well-lit, and we make efforts to maintain a comfortable temperature.

Our restrooms are cleaned and our garbage is emptied frequently.

We help players find nearby parking or promote local transport in our advertising.

We provide adequate staffing for events.

## Code of Conduct and Inclusivity

We clearly communicate our store's values by posting our Code of Conduct publicly.

We maintain an environment of inclusivity. All players are welcome.

We discourage staff and players from using discriminatory or offensive language.

We encourage staff and customers to be friendly to new players.

## WPN Premium

We have familiarized ourselves with the WPN Premium checklist.

We leverage our own store's brand and personality in many aspects of our business.

We have short-term goals and long-term goals for growing our business and community.

*These checklists are meant to provide best practices, not requirements for joining the WPN. For additional training on these subjects, contact your WPN Retail Specialist.*