



Be Your Peer's Customer (Client) Guide

Scenario: Forget what you know about a Women's Business Center. Put yourself in the perspective of a small business owner who has a burning passion for her business and is seeking advice or training for a matter of critical importance. Often our new WBC clients are referrals and introduced to a staff member at a Women's Business Center, but if she doesn't know anyone how can she get access to the critical support a Women's Business Center provides? The following assignment will explore the client experience for someone who isn't already acquainted with the Women's Business Center and is seeking support.

To do: Spend 15 min reviewing your peer partner's WBC. Be prepared to discuss the experience "shopping" through search engines (e.g. Google), social media (e.g. Facebook, LinkedIn) and their website. The questions below are provided to help guide you as a secret shopper small business client. You may take it further by dialing the phone number or sending an email if you'd like. Pro tip: do this assignment from your cell phone to REALLY see what the client is likely to experience as most clients are visiting WBC websites from their mobile devices.

1. When you search the WBC in Google, Bing, or any other search engine, does the WBC come up in the search results?
2. What terms did you search, the WBC name, small business counseling, help starting a small business, etc.
3. Is the Women's Business Center easy to find from the home page or landing page?
4. Are the WBC's services easy to ascertain?
5. Does the website use language that a small business owner is likely to understand?
6. Does the WBC publish the staff photos, contact information and/or bios?
 - a. Are there staff phone numbers?
 - b. Are there staff emails listed?



- c. Is there a generic inbox?
7. Does the WBC provide a newsletter signup link?
8. Can you find a calendar of upcoming events?
9. Is it easy to register for training?
10. Are there links to social media?
11. Do social media posts provide onboarding links?
12. Is it easy to see how to make an appointment?
13. If you must enter data, including financial information about you or your business, is the reason or use of the data disclosed?
14. If you sent an email, did you get a response? If so, when?
15. If you made a phone call, did you get a voicemail, virtual assistant, administrative staff or a counselor?