

Customer Experience Report Card

PREPARED FOR

Acme Company

PREPARED BY

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Overall Results

This Complimentary Review grades how easily a potential customer can find Acme Company online, understand its products or services, and find clear, credible reasons to trust it. It also examines how easily they can take the next step by contacting the business, requesting information, booking, or buying. Based entirely on publicly available information, the resulting overall grade is C.

Customers who reach the website can understand the main services and use it on a phone or computer. Pages load reliably, contact details are visible, and the business can be found by name. These basics give customers a workable path to learn more and get in touch.

The business is much harder to find when customers search for the services they need instead of the company name. The website gives too little proof to build confidence, some pages leave important questions unanswered, and the booking process does not clearly explain locations or what happens next. These gaps give customers several reasons to leave before contacting the business.

The first changes should strengthen the service and location pages, explain each offer more clearly, and add stronger proof such as current reviews, qualifications, and examples of completed work. Contact details should stay consistent, and booking should clearly show where the service takes place and what the customer can expect. These changes would make the business easier to find, easier to trust, and easier to choose.

The report card on the next page breaks the overall grade into each area reviewed. Every grade is supported by a clear account of what a potential customer can find and experience, showing where the business is strong and where it needs attention.

Report Card

BUSINESS Acme Company	DATE 17 August 2026	REPORT ID CER-SAMPLE-20260817
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Discovery	Customers searching by name can find the correct website. Some public listings show incomplete or different business details, which can create doubt.	B-
Search	The website appears when customers search for the company name, but rarely appears when they search for its services or locations.	D+
AI Visibility	AI tools can identify the business, but often give incomplete answers about its services, locations, and reasons to choose it.	D
Website	The website looks professional and works on mobile devices. Some important pages are crowded or make customers work too hard to find an answer.	B
Reliability	Pages load reliably and the main links work as expected. Customers can move through the website without running into broken paths.	A-
Clarity	Customers can understand the main offer, but important differences between services, locations, and next steps are not always clear.	C+
Trust	Contact details and basic policies are present. The website offers too few current reviews, qualifications, or examples to fully earn a customer's confidence.	C-
Privacy	Privacy information is available, but it is difficult to scan and some forms do not clearly explain how submitted details will be used.	B-
Contact	Customers can find ways to call or email the business. Different contact details appear in some places, and response expectations are not clear.	C+
Booking	Customers can start a booking, but the location, requirements, and what happens next are not clear enough before they begin.	D
Continuity	Customers can return through the main contact options. Help, changes, and feedback are harder to find after the first contact.	C
OVERALL	The weighted average of the scores behind the grades above.	C

Questions about your results? Email reviews@n49solutions.ca or call 1-866-981-0223.