



Bookstore Feedback Form

THE IMPACT: Feedback from university partners provides valuable insight into how their brand is represented in our stores. Documenting feedback helps us recognize what is working well, identify opportunities for improvement, and continue building strong partnerships while creating the best possible store experience.

THE GAME PLAN:

ACCESS & BOOKMARK THE FORM

Because the Bookstore Partnership Feedback Form will **not be available as a NetSuite shortcut**, save the form to your browser for easy access.

1. Open the [Bookstore Feedback Form](#)
2. Bookmark or favorite the page in your internet browser.
3. Use the saved bookmark whenever feedback is received from a university official.

PRO TIP: Bookmark the form when you first receive this guide, so it is ready when you need it.

SUBMIT FEEDBACK FORM

Complete the **Bookstore Feedback Form** any time a university or college official provides feedback about their partnership or how their brand is represented in the store. Document all feedback, whether it is positive or requires action.

Feedback may include comments about:

- Product assortment or placement.
- Store or team shop presentation.
- Window banners, decals, or other marketing.
- Fixtures, signage, or visual standards.
- Positive feedback about something they like.
- Concerns or opportunities for improvement.

Complete the Form with the following information:

1. Enter your name and ensure your store location is correct.
2. Enter the name of the campus official who provided the feedback, if provided.
3. Provide a detailed account of the feedback shared by the campus official.
4. Indicate whether the feedback requires store action.
5. If action is needed, briefly document the store's action plan.
6. Select Save to submit.

The screenshot shows the 'Bookstore Feedback Form' interface. At the top, there are 'Save' and 'Cancel' buttons. Below them is a red header with the title 'Bookstore Partnership Feedback Form'. A pink box contains instructions: 'Instructions: Use this form to share feedback received from university or college officials with the Central Team. Submit feedback whenever it is received, whether it highlights a success, positive partnership, concern, or opportunity for improvement.' The form fields are as follows: 1. 'TEAM MEMBER NAME' with a text input field. 2. 'LOCATION' with a dropdown menu. 3. 'NAME OF CAMPUS OFFICIAL THAT PROVIDED FEEDBACK' with a text input field. 4. 'FEEDBACK PROVIDED TO STORE TEAM' with a large text area. 5. 'DOES FEEDBACK REQUIRE STORE ACTION' with a dropdown menu. 6. 'IF STORE ACTION IS REQUIRED - NOTE YOUR ACTION PLAN' with a text input field. Numbered callouts 1 through 6 are placed to the left of the form fields to indicate the steps for completion.