

# AUDIT PRICING STRUCTURE



At Serve Legal, we offer competitive pricing for our audit services with no hidden fees and no surprises.

We also offer volume discounts, making it more cost-effective to conduct larger programmes. The more audits you commission, the lower your cost per visit.

Audit Type	>24 Audits	25-49 Audits	50-99 Audits	100-199 Audits
Age Verification (In Store)	£80	£60	£45	£35
Age Verification (Home Delivery)	£85	£65	£50	£40
Customer Experience Allergen Audit	£90	£70	£55	£45
Retail Compliance (15 Questions)	£80	£60	£45	£35
Customer Experience (10 Questions)	£75	£55	£40	£30

*All prices listed above exclude VAT*

## Important Notes:

- All costs are per audit visit and inclusive of all standard service elements.
- Volume discounts apply automatically based on the total number of audits commissioned.
- Rates above are indicative and may vary slightly depending on your specific requirements – such as location, complexity, or any additional requests.
- Before any payment is taken, our team will confirm the final cost with you, detailing how the total has been calculated.

To discuss your audit needs or request a tailored quote, please fill in the form on this page or contact us at [businessenquiries@servelegal.co.uk](mailto:businessenquiries@servelegal.co.uk).

# HOW AN AGE VERIFICATION (IN-STORE) WORKS



Our No ID In-Store Age Verification audits give you a clear picture of how your staff respond when customers attempt to buy alcohol without ID. Here's how we carry out a standard No ID audit step by step.

1. Geo-tag your location. You must do this when you arrive at each audit.
2. Enter the shop and select your alcohol, you must also select a low-cost item to purchase before heading to the till. For example, a piece of fruit.
3. Refer to the audit information in case you need to use a specific till. If nothing is specified, you can use any type of till. You **MUST** use the till specified.
4. If you are asked for ID, you must say 'I don't have any with me'. Note whether the server allows you to purchase the alcohol. If they do not, still purchase the low-cost item to get your receipt. If you are not asked for ID, and allowed to purchase the alcohol without showing ID, purchase both items.
5. You must ask for a receipt. If you are not offered one, you must ask a staff member to print one out for you before you walk away from the till.
6. Look out for a name badge, and also get a server description.
7. On the same day as you complete the audit, you must take a photo of yourself against a plain background. This needs to be time-stamped.



# HOW AN AGE VERIFICATION (HOME DELIVERY) WORKS



Serve Legal conducts Home Delivery Age Verification audits to help retailers assess whether their delivery drivers are complying with legal obligations. These audits replicate real-life orders and provide valuable feedback on how consistently your staff are following correct ID-checking procedures.

1. Place an order with a minimum value of X that contains a mixture of groceries and alcoholic items: your order must contain at least two alcoholic items and at least one non-alcoholic item. Do not order low or zero-alcohol products. Do not include other age-restricted products in your order (eg, cigarettes, e-cigs, knives, etc). The account used to place the order must be in your name.
2. Order only from **Client X**. Orders placed using other delivery channels will not be accepted for this audit.
3. Ensure that you are at home at least 30 minutes either side of the delivery window, just in case the driver arrives slightly early or late.
4. When the driver arrives, ensure that you are the only person to answer the door, it is imperative that all other members of the household are out of sight at the time of delivery.
5. Note down details of any interaction you have with the driver, including if there are any substitutions in the order and whether or not you are asked for ID. You should keep your ID out of sight unless asked for it, at which point you should show the driver. If you are only asked for a date of birth, do not show your ID.
6. Get a description of the delivery driver (name, gender, height, hair colour/style). You should also note whether you were asked to sign for the delivery, whether the driver was wearing **Client X**-branded attire, and if any of the items in your order were damaged.

# HOW AN CUSTOMER EXPERIENCE ALLERGEN AUDIT WORKS



Our Customer Experience Allergen audits assess how well staff support allergy sufferers by checking their questions, advice, and guidance during a typical dining experience. This is our standard CEAA process.

1. You must geo-tag your location when you arrive at all your audits.
2. Take a date and timestamped photo of the venue, to be included in your report.
3. Note the time you entered the site.
4. This is a sit-down meal audit. You should enter the site and attempt to order food – you may be asked to approach the till to order food or may be served at the table and you should therefore do whatever you are directed to do.
5. Check to see if there are allergen related posters around the venue.
6. Place your food order but do not mention anything regarding having a food allergy. You must wait to see if staff proactively ask if you have any allergies.
7. Note if the staff member is knowledgeable regarding allergen information or if they had to consult with another staff member to clarify allergen information.
8. If staff do not mention anything regarding allergies, at the last moment before ordering your food, you should at this point inform the staff that you have a dairy allergy.
9. Note if you are shown an allergy guide on the server's device or directed to a QR code on the menu for you to scan in order to safely order your food.
10. You should note if staff mention the chance of cross contamination and if they did, note exactly what is said by the staff member.
11. Once your food arrives, you are required to take a photo of the food ordered which is required for your report.
12. Note if the correct food arrives and if not, make a note of what was wrong.
13. You will be expected to answer questions on your report asking whether you had a positive experience in the eyes of an allergy sufferer.
14. You must obtain a receipt, a photo of which is required for your report.



# HOW AN RETAIL COMPLIANCE AUDIT WORKS



Our Retail Compliance audits provide insight into how customers see your stores, testing presentation, service, and compliance with brand expectations. This is an example of our standard procedure.

## Outside the Premises

1. Geo-tag your location: Do this as soon as you arrive for the audit.
2. Check if the exterior of the business is clean, well maintained, and inviting.
  - Are windows/displays appealing and tidy?
  - Are any digital screens or signage in the window working properly?

## Entering the Premises

3. Spend at least 15 minutes in the customer area, engaging naturally with the environment and products/services.
4. Test staff product knowledge by asking about a specific item or service:
  - For example: “A friend told me you stock [specific product/service], can you show me where it is?”
5. During your time in the venue, note the following:
  - Are promotional materials clear, relevant, and attractive?
  - Is the venue clean, tidy, and well maintained?
  - Were you offered a loyalty card, sign-up, or membership?
  - Were staff professional, polite, and engaging?
6. Before leaving, approach staff for assistance with a small task (e.g., asking for product location, help with checkout, or guidance on using in-store facilities).
7. Take a clear site photo showing the business and the neighbouring premises on either side.
8. Provide a detailed, chronological narrative of your experience from entry to exit, including:
  - Environment and presentation
  - Staff interactions
  - Promotions or offers
  - Any notable positive or negative observations

# HOW AN CUSTOMER EXPERIENCE AUDIT WORKS



This is an example of our Customer Experience audits that give you a clear picture of how customers experience your business, measuring everything from first impressions to staff service and compliance standards.

## Outside the Premises

1. Geo-tag your location: You must do this when you arrive at each audit.
2. Check if the business's trading hours and any mandatory legal or safety notices (e.g., age restriction signs, health & safety info) are clearly visible at the entrance.

Note if the front of the premises is clean, tidy, and free from litter, weeds, or other obstructions.

## Inside the Premises

3. On entry, record the time you entered and begin to browse or observe (do not approach staff unless necessary for the audit).
4. Make a note of the following:
  - Did the staff greet you on entry?
  - Were staff friendly, polite, and attentive?
  - Were staff names or name badges clearly visible?
  - Were staff in appropriate uniform or business attire?
  - Was any staff member using a personal mobile device while working?
  - Was the venue's customer area clean, tidy, and well-organised?
  - Did you notice any handwritten or non-official signage/marketing material?
5. Locate the information or compliance display area (often near the entrance or till) and check that the required materials are clearly displayed in a logical and professional order.
6. Approach a staff member with a simple product or service query (e.g., price, availability, or how to use a service). Note how knowledgeable, helpful, and efficient the staff member is in answering your question.
7. If you are directed to self-service equipment (e.g., kiosk, screen, or ordering system), ask for assistance and note how well the staff member supports you.
9. If making a purchase, observe how the transaction is handled — professionalism, accuracy, and speed — and keep any receipts or proof of purchase for your report.