



CUSTOMER SERVICE

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CUSTOMER EXPERIENCE MANAGER

THE BASICS

- Smile!
 - A friendly attitude makes customers feel welcome. A bad attitude can turn them away.
- Greet customers as they enter the store.
 - Make eye contact with customer.
 - Say “hello” or ask “how are you today?”



THE BASICS

- Offer Assistance to every customer.
- Engage customers as they shop.
 - *show them where products are, give them information*
 - *Unless physically incapable of moving from register, don't point – go!*



THE BASICS

- If you don't know the answer to a question – ask another employee or the manager.
- Highlight Specials
 - Added Value Displays
 - SPA (Sale) Items



AT THE REGISTER

- Make eye contact with customer.
- Greet the customer and ask :

“Did you find everything okay?”



- If you request an I.D., remember to say “Please” and “Thank You”.
- Thank the customer as they leave – *this can be thank you, have a nice day, etc.*

HANDLING PROBLEMS

- If a customer becomes confrontational, remain calm and professional.
- Refer disgruntled customers to the store manager.
- Don't take it personally.



HANDLING PROBLEMS

- Do not discuss sensitive issues in the sales area.

–What are examples of sensitive issues?

- 1. _____
- 2. _____
- 3. _____
- 4. _____
- 5. _____

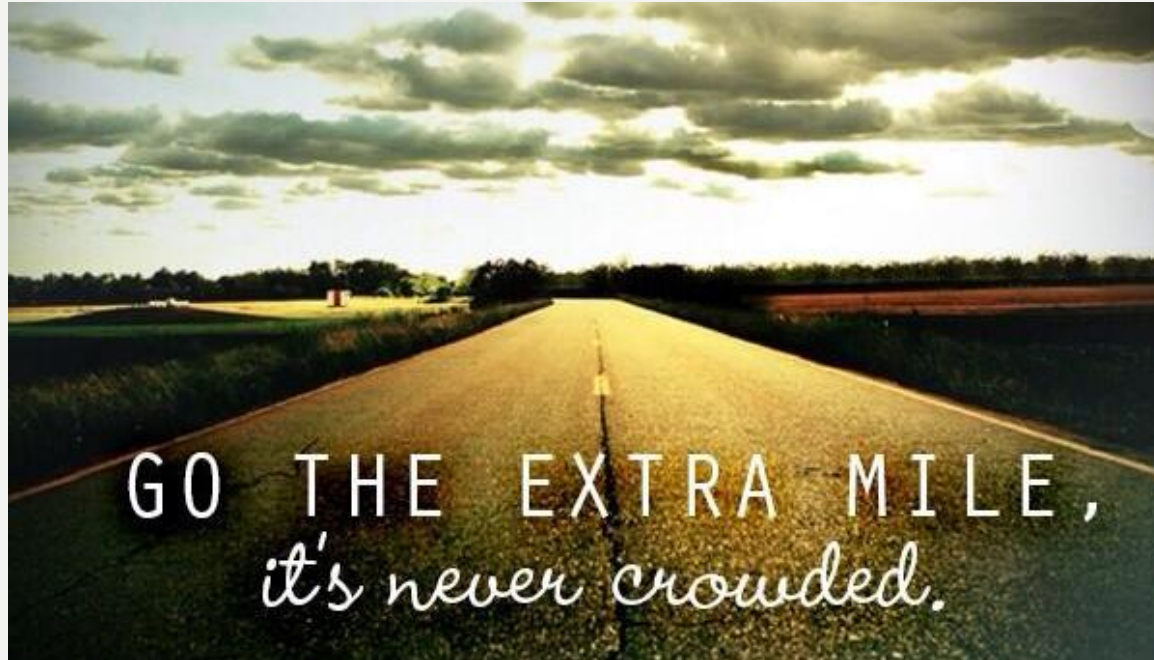


GOING THE EXTRA MILE



- Assist handicapped or elderly when/where appropriate.
- Offer to help customers carry their large orders to their car.

GOING THE EXTRA MILE



- If your location is out of an item:
 - Check product search on computer and tell customer which stores have item in stock.
 - If not many bottles at other location, offer to call and make sure the amount is correct before sending them over to that store.
 - Use product knowledge to suggest similar items.

STORE APPEARANCE

- Store appearance is important to the “customer experience”.
 - When not with customers, stock/front shelves and make sure displays are stocked and look “full”. Customers notice these things.

