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Customer Service

1. Create and maintain an atmosphere of the highest customer service. Adopt policies to ensure that:
 - Clerks greet customers when they enter the store (not by name)
 - Clerks inquire at checkout as to whether each customer has found the products they are looking for
 - Store personnel assist customers to obtain the products they are looking for
 - Keep your stores clean and attractive

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2. Be sure your store personnel are knowledgeable about Special Order processes and know to offer them to the customer.
3. Periodically inform your MXB customers of the special order, boutique order and direct shipment processes available to them and make this information readily available on your website and at the point of sale in your MXB locations

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4. Utilize a "secret customer" to periodically test store personnel's customer service and report back to management. Consider using a store clerk or board members from a neighboring ABC Board for this purpose and reach out to your neighboring ABC Boards to offer to provide a secret customer to visit their stores.
5. Survey your retail customers and MXB customers.

Customer Service

6. Does your Board have a website?
 - You may contact Laurie Lee at the NC ABC Commission to initiate a request for these services.

7. Continue your practices of sharing your inventory with other neighboring ABC Boards to allow them to get product to customers.

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8. If you are out of a regular product, consider a sign on that shelf space that informs the customer of the reason for the outage, as applicable.
9. Continue to engage in responsible sales and develop policies and practices to ensure that identification is checked, that sales are responsible, and that appropriate disciplinary action is taken for violations of your policies.

**Thank you to Former North Carolina
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Tom Wolfe, for providing these helpful
Customer Service tips.**