

WELCOME!

CUSTOMER SERVICE

BY NETA GRADY, ADMINISTRATOR

ONslow COUNTY ABC BOARD

WHAT IS CUSTOMER SERVICE?



WHERE DOES CUSTOMER SERVICE BEGIN?

The Culture or Attitude of Customer Service has many facets.

Some facets are determined long before a customer is in the picture.

CUSTOMER SERVICE BEGINS “AT HOME”

ONSLOW ABC OPERATES ON THE PREMISE THAT ALL OF ITS STORES AND EMPLOYEES ARE “CUSTOMERS” OF THE MAIN OFFICE.....

ADMINISTRATIVE AND WAREHOUSE STAFF ENSURE THAT STORES AND EMPLOYEES HAVE WHATEVER THEY NEED TO OPERATE.

INCLUDING STAFFING, REPAIRS, SUPPLIES, TRAINING.....AND LIQUOR

A WIDE ARRAY OF PRODUCTS IS CARRIED AT EVERY LOCATION





STORE LOCATIONS/ACCESSIBILITY

**CHOOSE HIGH VISIBILITY LOCATIONS
WITH GOOD TRAFFIC FLOW**

**PROVIDE ADEQUATE PARKING FOR
OVER SIZED VEHICLES**

GOOD SIGNAGE

DAYS AND HOURS OF OPERATION

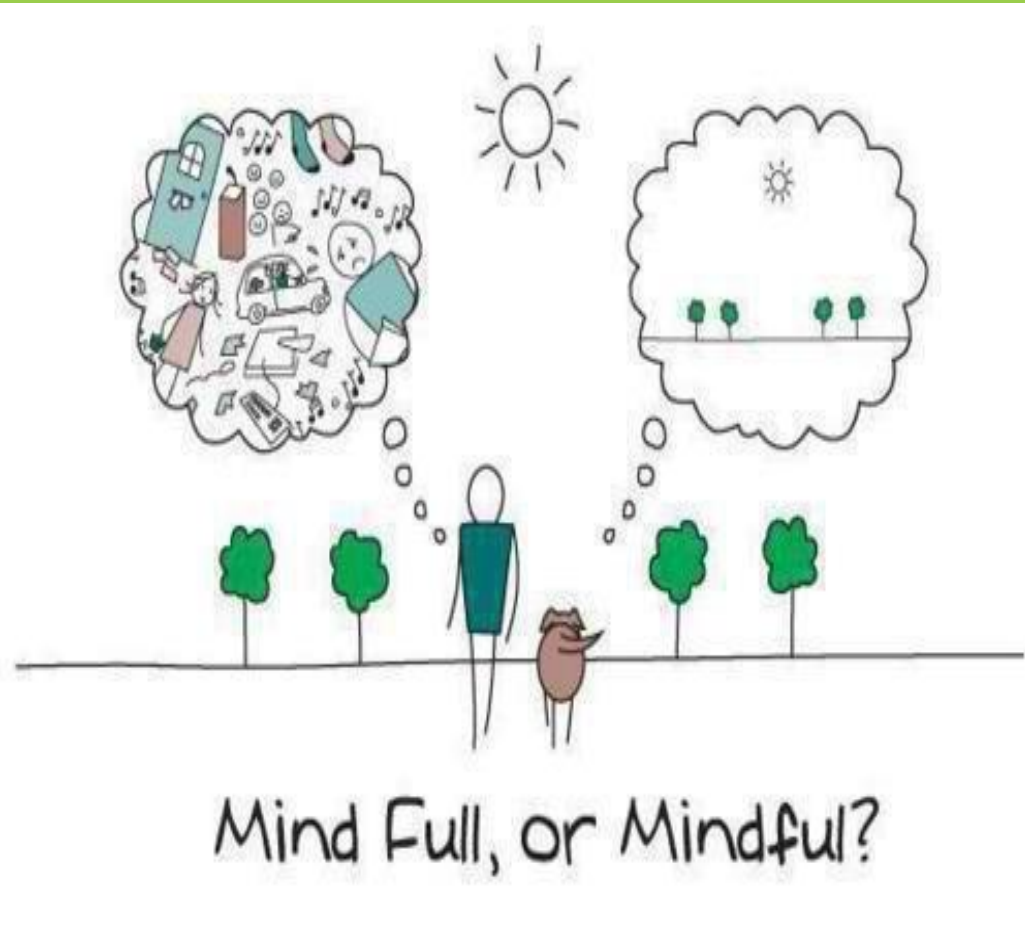
ONSLOW ABC: OPEN 9 AM CLOSE 9 PM

BE CONSISTENT WITH HOURS OF OPERATION AND
MAXIMIZE SALES HOURS AS YOUR NEEDS
ALLOW.....CONSIDER CUSTOMER NEEDS AS WELL

CUSTOMER SERVICE SKILLS

CONSIDER THESE SKILLS DURING HIRING
PROCESS

Friendly **Polite**
Helpful **Efficient** Professional
Knowledgeable Resolution Honest
Understanding Reliable
Listen **Attentive**



ATTENTIVENESS/ CLEAR COMMUNICATION

Ability to actively listen to customers is crucial.

Pay attention to individual customer interactions (watching the language/terms they use). Be mindful and attentive to feedback.

What are your customers telling you without saying it?

BE POSITIVE

Language is a very important part of persuasion, and customers create perceptions about you and your company based off the language that you use.

A smile on your face puts a smile in your voice. Be aware of your tone and cadence at all times.

Always put the customer in front of you as your priority. Engaging in “small talk” is acceptable, but do not get too personal. Do not “share your woes”, even though the customer may share theirs. Always thank customers.

Wait until you have time to engage in conversation to answer the phone. Do not rush the greeting and do not sound hurried or aggravated.

Body language is also important...no slouching or leaning on counters





KNOWLEDGE

Good working knowledge of NC ABC Laws and NC ABC Commission regulations is very important.

Understanding and executing Onslow County ABC Board policies and procedures is vital.

Product knowledge is an essential sales skill. Understanding your products' features allows you to present their benefits accurately and persuasively. Customers respond to enthusiastic sales staff who are passionate about their products and eager to share the

BASIC TIPS FOR CUSTOMER SERVICE

BE PREPARED.....STORE CLEAN, CASH REGISTERS OPEN WITH PLENTY OF CHANGE, SHELVES STOCKED, BAGS/BOXES READY

GREET CUSTOMERS.....MAKE EYE CONTACT, OFFER ASSISTANCE, BE ATTENTIVE TO CUSTOMERS IN A COURTEOUS FRIENDLY MANNER, ACTIVELY SHOW THEM PRODUCTS

ENCOURAGE BROWSING.....OFFER A BASKET OR SHOPPING CART IF CUSTOMERS ARE CARRYING SEVERAL ITEMS....OR OFFER TO PLACE BOTTLES AT THE COUNTER FOR THEM

CALL OTHER STORES (OR OTHER ABC BOARDS) TO CHECK ON PRODUCTS FOR CUSTOMERS

MXB AND SPECIAL ORDERS

Onslow ABC stores accept MXB orders beginning at 8 am.

MXB orders may be picked up between 9 am & 9 pm, 6 days a week. MXB customers may also “shop” for their orders in the store and have their bottles processed while they wait.

Point out new items to MXB accounts.....display in dedicated areas if available.

Service to National Accounts may be challenging but certainly worth the effort.

Special order request form is sent to office where availability and pricing are researched, then contact is made by email or phone.

Be realistic with turnaround times and expectations, but not discouraging!

SHHH!!! Waitlists or Wish Lists for allocated products should be maintained if utilized.

Be honest with expectations, but not totally discouraging. Get info and explain situation as it applies. Also suggest other more readily available products when appropriate.

SPECIAL ORDER REQUESTS

STORE: _____ CLERK: _____

DATE: _____

NAME: _____

PHONE:

CELL: _____

HOME: _____

WORK: _____

EMAIL: _____

PRODUCT: _____

(name, size, code [if available])

OFFICE ONLY:

AVAILABLE: YES/NO

PRICE: \$ _____

BOTTLES PER CASE: _____

COMMENTS: _____

CONCLUSION:

Providing excellent customer service is one way that a business sets itself apart from others.

We all have competition if only from the beer and wine retailers.

Developing and nurturing customer service skills is not difficult.....it just takes practice!

QUESTIONS OR COMMENTS

Тяжкыцой!