

Customer Service Workbook #2

Meet Your Customers' Needs

Make Shopping an Enjoyable Experience

- An attractive retail environment and friendly helpful sales associate make enjoyable shopping experience
- Provide extras to the customers
 - Ex. At bookstore, large overstuffed chairs to sit & read

Be Resourceful

(List of resources)

- Gift wrap
- Mailing service
- ATM available
- Gift registry
- Employee speaks another language
- Storage lockers
- Day nursery
- Store catalog

Inform Customers of Additional Sources

- Alterations
 - Ex. – wedding dress
 - Explain any fees
 - Arrange for service
 - Make sure altered items fits the need
- Assembly
 - Ex. Computer desk
 - Some people want it done by a professional
- Installation
 - Ex. Washing machine
 - Advertise installation services
- Special events
 - Clearance sales
 - Product demonstrations
 - Workshops

Inform Customers of Additional Sources

- Payments plans
 - Layaway-a deposit that holds the item until it is paid in full over months
 - In-house accounts- credit cards managed by the store itself, account holders get exclusive discounts
 - Interest-free credit purchases-if the purchase is paid in full by a certain date then no interest will be added.
- Frequent shopper programs
 - Trend in retailing
 - Example of coffee shop: establish customer loyalty by making the tenth latte free
- Mailing lists
 - To send you flyers or discount coupons
 - Email list
- Gift registry
 - Wedding, baby shower, housewarming gifts
- Gift wrapping
- Delivery
 - Bulky or heavy items

tip: keep a written (or computerized) client record of customer's extras, use this to provide personalized service when they return

Accommodate Customers with Disabilities

- A person who is
 - Hearing impaired
 - Not all read lips
 - Use body language & note writing
 - Sight impaired
 - Don't shout – ever.
 - Uses a wheelchair
 - Sit down & get eye level with them
 - With developmental disabilities
 - Explain complex tasks

Accommodate Customers with Disabilities

- 2/3 of disabilities are not obvious
- 15%-20% of Americans have some sort of disability.
- Don't say "The blind customer", say "The customer who is blind."
- Wheelchair access, large aisles, easy door access (look for potential problems)
- Don't rush transactions (working with a customer who is disabled may take longer)
- If you don't understand the customer, don't fake it. (ask for clarification, even get co-worker to help you)

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Balance Your Service to In-Store and Phone Customers

- Excuse yourself to answer the phone
 - Excuse yourself politely, customers don't like interruptions
 - Reassure the customer you will be right back
 - Ask the customer to hold while you finish with the in-store customer.
- Answering the phone politely and professionally
 - Answer promptly
 - Identify yourself and department
 - Never sound preoccupied or rude
 - Tip: speak clear into mouthpiece and not rushed

Balance Your Service to In-Store and Phone Customers

- Putting a customer on hold
 - Do not say “please hold”!!!
 - Wait for the customer’s response, they may just need to know what time you close.
 - If it will take longer put on hold or if needed ask if you can give them a call back.
- Calling back if necessary
 - Actually call back and in timely manner
 - Get the customer’s name, phone number and a good time to call them back.
- Being prompt and accurate
 - Give accurate info - when the customer drives there you should have what you said you have.
 - Telephone customers have specific needs!! (know what they want)

Build Relationships over the Phone

- Offering additional information and services
 - Anticipate unspoken needs and offer additional info
 - Establish yourself as a “can do” person over the phone so the customer can ask for you when they come in. Give them your name.
 - Suggest additional ways you can help the caller
 - Don't prolong the conversation.
- Scheduling in-store appointments
 - You can suggest scheduling an appointment to help make the customer's selection
 - If they need more info, offer to fax or email info
- Showing your appreciation
 - An in store customer is just as important as a phone customer
 - Thank the customer for calling and for their purchase

Make and Keep Commitments

- Follow through on promises:
 - Promise to call, do so
 - Offer to check merchandise availability, be prompt & accurate
 - Fill orders on time
 - Follow up on special orders
- If you promise to locate out of stock item for a customer:
 - Ask the customer when they want to be notified
 - Take down necessary information
 - Specify when he will hear from you

Make and Keep Commitments

- Never make promises you can't keep
- Contact at the agreed time shows you are:
 - Considerate, caring, & reliable
 - Prevents customer from looking elsewhere for product
- If can't keep your promise call and tell customer
- Company policy:
 - Explain what you can't do
 - If your store will allow it but it is an exception, let the customer know it was an exception
exception= not standard practice

Complete Special Orders

- Making special orders can make or break a customer's loyalty. People are busy and prefer "one-stop shopping"
- Special orders should not be a burden. If you can't do special orders with your vendor find out who does. Know the product books-products provided by manufacturers.
- Know where to find special order forms and policies & extra charges for special orders
- Keep a record of special orders & note on your calendar when to fill orders
- Give timely update on your progress