



CUSTOMER SERVICE WORKBOOK #3

Build a Continuing Relationship



Honor Manufacturer's Warranties

- Warranties protect customers in case of damage, defect, or other problems.
- Some companies offer additional “customer satisfaction” guarantees.
- Some companies offer “extended warranties” or service contracts for a fee
- The salesperson is the first point of contact when a customer is not satisfied with a product. Therefore you must be familiar with all warranties.
- Warranties can be used as a tool to reassure the customer about a product's quality, performance, and durability.
- Limited warranties only cover the defect described in it.
- Make a file or folder containing copies of all warranties offered and have information available as to how to contact manufacturers.

Honor Manufacturer's Warranties

- Things you can do as extra service regarding warranties
 - *Help customer fill out warranty card.*
 - *Make a follow-up call to make sure merchandise was delivered on time and in good condition.*
 - *Call to see if there are problems with installation or assembly.*

- If a customer asks for an exception to a warranty
 - *Get approval from immediate supervisor*
 - *If approved, explain to the customer exactly what you are doing*

- Questions you should ask supervisor before working with a customer:
 - *Does the company offer exceptions?*
 - *Do exceptions depend on the type of customer? (past history, previous returns)*
 - *Who determines what exceptions can be made?*

- Common warranty questions you need to know how to answer:
 - *Where will this item be repaired? How long will it take?*
 - *Does the store have a repair department? Or are things sent off-site?*
 - *Does the store carry replacement parts? Can they be ordered through the store?*

Know your company's return policy

- Receive returns graciously
- Make policy known – give accurate information
 - *Provide clear guidelines to associates and customers (should be posted)*
 - *Specify any special conditions to the customer*
- (90 day deadline, no returns on bathing suits, no return without receipt etc.)
 - *Outline the procedures for processing a return*
- Look for alternatives if a customer can't get a return (exchange?)
- Smooth the way/direct customer to returns
- There may be circumstances beyond your control – explain to customer
- Be a helpful go-between (angry customers)

Handle Customer Complaints Graciously

- Thank the customer for bringing problem to your attention.
- Hear the problem- listen carefully. Then, ask the customer how they would like the problem to be solved.
- Apologize for the inconvenience the customer has experienced.
- Keep your goal in mind: To keep the customer coming back NOT to decide who is right or wrong.
- Solve the problem or find someone who can
- You may be able to fix the problem yourself, or you may have to refund the purchase price, fix or repair the item, or substitute one product for another. Make sure you have the authority to carry out a particular solution. Keep records of what you did (especially returns, replacements, or repairs). You may need to make a follow-up call to calm the feelings of some customers or to check the replacement or repair.