

Customer service procedure

1. All customers should be acknowledged within the first five seconds of entering the sales office. All calls must be answered within three rings. When you are busy with another customer, this acknowledgement can be one of the following:
 - a. a wave and smile
 - b. saying you'll be with them soon/placing them on hold.
2. When free, engage the customer in the following ways as appropriate:
 - a. smile
 - b. make eye contact
 - c. if you know their name, use it along with the appropriate title, e.g. Mr, Mrs, Miss
 - d. refer to customers using first names only if requested to do so by the customer
 - e. if you've seen them in the shop before, welcome them back
 - f. if you've not seen them before, introduce yourself by name
 - g. if the customer doesn't ask for help, start a conversation with them
 - h. talk in an energetic manner
 - i. give them your full attention.
3. When greeting the customer, ensure you (as relevant):
 - a. acknowledge customer's arrival/call
 - b. greet with a genuine smile
 - c. maintain eye contact during conversations
 - d. introduce yourself in a friendly manner
 - e. recognise repeat customers
 - f. start a conversation
 - g. talk with an energetic tone
 - h. give the customer your full attention.
4. When identifying the customer's needs, ensure you:
 - a. use active listening skills
 - b. use verbal prompts
 - c. use paraphrasing
 - d. use eye contact when relevant
 - e. give the customer time to talk
 - f. ask appropriate questions.
5. Ensure customer is aware of website. If required, help customers to register and use website (see screenshots in online access procedure below).
 - a. Show customer how to register.
 - b. Show customer how to order.

- c. Show customer how to provide feedback.
- 6. Refer to office manager for information regarding stock availability and delivery options.
- 7. At end of customer contact, add up cost of all services. Summarise package offered and delivery specifications.
- 8. To fulfil an order manually, take contact and credit card details and make notes. Refer to:
 - a. price guarantee
 - b. product guarantee: refunds or replacement offered for any defect or unsuitability
 - c. two-week delivery guarantee.
- 9. Note any feedback and submit to manager.