

## The Joys & Benefits Of Being More Customer-Aware



***It's important we all are always working on being more "aware" of how everything we do is an impression upon the customer.***

Customers come first in all things here & our customer service should be the top priority over all tasks.

Here are a few suggestions on how to really take your customer service to the next level and find ways to self realize how awesome you are already doing and build that product & retail confidence customers expect from our team members!

- When you fulfill an online order:
  - o How will the interior of the box look when the customer opens it? Is the packing material 'clean' and items wrapped securely and tidy?
  - o Will they feel confident in the product from the first impression (are labels straight and clean on the items you picked from the shelves?)
  - o Did you write a personal "thank you for shopping with us!" note on their packing slip?
  - o Did you make sure to click the box during postage buying so they get the auto follow up email.
- When walking out on the floor:
  - o Are you making eye contact with the customer and immediately engaging with everyone you pass?
    - Saying 'welcome' or "hello, can I help you find anything"
    - Being aware if a customer has many items in their hands and needs a basket? Go get one and offer it to them WHILE you are asking them if they need one.
    - Being aware if a customer has a full basket and is only ½ way through the store? Go get one and offer it to them WHILE you are asking them if they'd like a fresh one AND THEN offer to hold their first full basket at the register for them.
  - o Are you restocking items on the shelves?
    - Stay out of the way of 'shopping hot zones" , restocking is important BUT staying out of the way for a minute or two so the customers can shop is much more important.
    - Don't take big boxes of inventory to the floor to restock from, it takes up too much space for you, the box of goods and then the customers walking through.
    - Never leave product on the floor alone, especially if you are not going to finish up the restock task. This looks messy and unintentional AND it's a tripping hazard for unaware customers.
    - Did you put out the last of something or notice we need more? Put a "need to order note on the bulletin board WITH your name and the date" – running out of inventory does affect the customer.
- Answering the phone or taking a question on the floor:
  - o Customers will look to you for the answers but you may not have them so DO NOT hesitate to tell the customers " I'm not for sure but let me find out for you real quick" and find a team member who will know that answer, get the info quickly and relay it to the customer.

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- There are lots of what-ifs and how-to's when it comes to customer inquiries and we can review this in more detail at a training session.
- Always being willing, able, and confidently motivated:
  - Customers see us (all of us!!) as a resource of information for our store and the types of products we carry! They won't expect you to know ALLLLLLL the answers but they are often times just happy with you suggesting directions of a further resource (follow up contact from us, web resource, another store source if we don't carry it) – they then will be leaving satisfied and confident in our customer service!

BE PRESENT – BE WILLING – BE ABLE – BE CONFIDENT – BE MOTIVATED – BE HAPPY! 😊