



## CUSTOMER SERVICE GUIDELINES

Recently we have received a number of complaints from customers regarding our customer service. These complaints have included:

Customers being ignored, staff being cheeky, staff eating rolls, eating curries, drinking from bottles behind the counter, unhelpful staff, staff being offhand, staff not showing customer where items are, staff's aggressive attitude etc.

We should treat our customers in the way that we would expect to be treated. This means showing respect and being courteous at all times.

Good customer service is essential in every business. We cannot allow dissatisfied customers to take their business elsewhere. We must all take responsibility in ensuring that all our customers are entirely satisfied when they leave the premises in order that they will return.

We are all paid for working here and we should all therefore work to the best of our ability: These people pay our wages

When customer approaches the counter the member of staff should acknowledge them – either a smile, good morning, good afternoon, hi etc.

- Do **NOT** ignore them
- If you are not able to serve them immediately – involved with doing a safe drop or answering telephone etc. apologise, telling them you'll be with them directly
- When you have closed your shift and all monies have been dropped, then move away from counter to allow next member of staff to sign on.
- Customers have complained at shift changes that there are multiple staff members behind counter but no one actually serving and customers are being totally ignored
- If a customer enquires about a product, the member of staff should take them and show them where the item is. They should make sure that the customer is fully satisfied by asking 'Is there anything else I can help you with?'
- If an item appears to be out of stock, you should always check through the back before telling a customer that you don't have it & add to the stock list
- The customer should have your full attention at all times during the transaction
- Staff should not be chatting amongst themselves when customer is at counter
- No member of staff who is not on duty should be behind the counter
- No member of staff should interrupt another member of staff when they are serving a customer
- No food or drink should be consumed at counter (that includes chewing gum or drinking from a bottle of water.) We have had complaints from customers about staff doing this.
- Food and drink should only be consumed whilst on a recognized break away from the counter.
- Staff should not be reading papers or magazines at the counter or on mobile phones
- Any member of staff who wears glasses should ensure that they are worn whilst on duty
- Mobile phone should not be used in front of customers. Your friends and family know you are at work. In most cases it should wait. If you feel its urgent clarify the use with management.