Customer Service Standards

Customers are very important to our business. At MegaMax we aim to maintain loyal customers by providing excellent customer service in all situations.

Employees are expected to maintain the following customer service standards:

- Greet, and make eye contact with each customer who enters the department.
- Use a customer’s name if possible.
- Smile and demonstrate a welcoming, helpful posture.
- Give your full attention to a customer.
- Keep waiting times to a minimum. Acknowledge customers who are kept waiting and apologise for any delay.
- Treat all customers with dignity and respect.
- Find out the customer’s needs with open-ended questions. Endeavour to meet all reasonable needs and requests.
- All transactions should be carried out honestly, efficiently and accurately.
- Maintain contact with the customer until the transaction is completed. Farewell the customer in a polite and friendly manner.
- Offer MegaMax extra services where appropriate, eg delivery, gift wrapping and alternative payment methods.
- Encourage a customer to return to our store.

Remember:

THINK LIKE A CUSTOMER
Customer Complaint Procedures

Follow these points when handling a customer complaint:

1. Listen to your customer. Allow the customer to fully explain their problem by asking appropriate questions. Don’t take it personally or become defensive.

2. Calm the customer. Empathise and give feedback to show you understand the problem. Apologise for any inconvenience.

3. Take responsibility for solving the problem to a mutual satisfaction. If you are unable to solve the customer’s complaint yourself, please refer the complaint to your manager using the Customer Complaint Form. These forms are underneath the register at each department. (A copy of this form is included here.)

4. Follow up. Ensure that the problem has been solved. If it was referred to management, your manager will write a Follow Up Report. (A copy of this is attached to the Manual.) You must complete the Follow Up Report after checking that the customer is happy. This may require a phone call to the customer. When the report is completed it should be filed in the manager’s office along with the corresponding Customer Complaint Form.
Checklist for Handling Customer Complaints

Use this checklist to help ensure that you are handling a customer complaint well:

1. Demonstrate a positive, helpful attitude to the customer.
2. Demonstrate courtesy to the customer.
3. Demonstrate understanding of the customer’s feelings.
4. Listen to the customer.
5. Ask open-ended questions to get information from the customer.
6. Give feedback to the customer to show you understand their problem.
7. Take action to resolve the customer’s complaint.
8. Refer the customer’s complaint to your supervisor if necessary.
9. Turn a dissatisfied customer into a happy customer.
10. Complete any documentation that is necessary.
11. Take follow up action to ensure the customer is happy.
Customer Complaint Form

Complete this form for customer complaints that need to be referred to management. Please ensure the details are accurate and easily read.

Customer’s Name: ........................................

Address: ........................................................................
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Home Phone Number: ........................................

Work Phone Number: ........................................

Customer Complaint: .......................................................... Please include a clear description of all the relevant information.
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Sales Assistant ........................................
Handling Complaint:

Department: ........................................

Date: ........................................
Follow Up Report

Manager's Report

Follow Up Action by Sales Assistant
1. How long after the complaint was lodged did you contact the customer?

2. How did you contact the customer?

3. What did you say to the customer?

4. What was the customer's response?

Sales Assistant's Name:
Department:
Date:
Tips for Assisting Customers with Special Needs

Customers with Non-English Speaking Background:
- Greet the customer as usual. Most non-English speaking customers recognise some basic words.
- Use positive body language to assist your communication.
- Speak slowly and in simple English.
- Give feedback to show you understand.
- Use pictures and diagrams if necessary.
- Show friendliness and tolerance.
- Use the Translating and Interpreting Services if necessary. Phone 13 1450 from anywhere in Australia, 24 hours a day.

Customers with Physical Disabilities:
- Treat the customer with the same respect you’d show any other customer.
- Speak directly to the customer. If they have a companion, never presume the customer with the disability can’t speak or understand you.
- Be aware that customers in wheelchairs may have trouble reaching the counter or high shelves. Go out of your way to assist.
- When talking to people in wheelchairs don’t stand behind them.
- First ask the customer how they would like you to assist.
- Be patient if the customer needs time to communicate.
- Let the customer know if you haven’t understood them.
- Give feedback to show you’ve understood.
- If they have a speech difficulty, don’t imitate the customer’s way of speaking.
- Don’t try too hard – it may appear patronising.
- Act naturally.
- Don’t raise your voice. They’re probably not deaf.
- Listen carefully.
- Don’t be concerned about other people watching you. Get used to communicating with people who have disabilities because they have more opportunities for independence than ever before.
Customers with Intellectual Difficulties:

- Treat the customer with the same respect you’d show any other customer.
- Speak directly to the customer. If they have a companion, never presume the customer with the disability can’t speak, or understand you.
- Be patient if the customer needs time to communicate.
- Give feedback to show you’ve understood.
- Some customers may have personal carers to help them communicate. Don’t try too hard - it may appear patronising.
- Act naturally.

Customers with Visual Impairment:

- Walk up to the customer straight away so they are not left standing there.
- Tell them you’re a sales assistant so they don’t think you’re a customer when you offer assistance.
- Don’t just grab the customer’s arm to escort them somewhere. Ask them what is their preferred guiding technique.
- Don’t shout. They’re not deaf.
- Listen very carefully.

Customers with a Hearing Impairment:

- Get the customer’s attention first.
- Stand where your face can be seen easily.
- Look at the person while talking.
- Speak normally. Exaggerated speech is more difficult to understand.
- Use simple language without being patronising.
- Avoid distracting background noise.
- Use visual aids or paper and pen.
- Show tolerance and good humour.