MaxSurf Customer Service Policy

MaxSurf employees will go all out to keep our customers happy.
You can do this by following these guidelines:

- 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 MaxSurf extra services where appropriate eg, lay-by, alteration service.
- Encourage a customer to return to our store.
Customer Complaint Procedures

If there are any customer complaints, follow these Golden Rules:

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, then refer the complaint to your MaxSurf manager.

4. **Follow up.** Ensure that the problem has been solved. If it was referred to the manager then still check that the customer is happy. This may require a phone call.

**Checklist for Handling Customer Complaints:**

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 manager if necessary.
9. Turn a dissatisfied customer into a happy customer.
10. Take follow up action to ensure the customer is happy.