

EXCEPTIONAL CUSTOMER SERVICE

Exceptional Customer Service Training Course

Infoplace USA

Opening

- Welcome to Infoplace USA's Customer Service Training Program. Just as in other trades, actors learn their lines, lawyers learn the law, You must also learn Exceptional Customer Service.
- This training program will provide you with the knowledge of our standards, the training and tools to excel in Exceptional Customer Service.

Mission Statement

- We are committed to providing Exceptional Customer Service that exceeds the average standard of what is considered Good Customer Service. We use the “Team Approach” combining the expertise of the Mall Management and our focus on customer Service. The result is a program that presents Knowledge, Experience, Professionalism and Reliability. Our Reputation is built, One Customer At A Time.

Know Our 4 Customers

- 1) General Public
- 2) Mall Office
- 3) Mall Merchants
- 4) Mall Employees

4 Keys to Success

- **“We know at Infoplace USA that success can only be achieved through knowledgeable and well trained people who care about doing an exceptional job.”**
- 1) Finding individuals that have the unique talent of providing Exceptional Customer Service day in and day out.
- 2) Providing the tools in order that the associates may obtain full knowledge of the job. (Mall Handbooks, Customer Service Program, Training Schedule and Skills List)

4 Keys to Success

- 3) Setting the standards of Exceptional Customer Service.
- 4) Providing the vehicle to enable feedback in all stages of development.

Standards

- 1) Communication: Non-Verbal
- 2) Appearance
- 3) Communication: Verbal
- 4) Customer Greeting
- 5) Phone Etiquette

Proper Communication is Critical both Non-Verbal and Verbal

- **“Only through effective communication will your customers now that you care. Keep these key points in mind when helping customers.”**
- **Non-Verbal**
- Positive body language
- Facial Expressions
- Booth Appearance
- Self Appearance
- Eye Contact
- Be aware of the customer’s facial and body language
- Take a deep breath and listen
- Focus on the customer

Appearance

- The uniform approved by the Mall or Infoplace must be neat, clean, unwrinkled and free of holes.
- Be aware of personal hygiene. (Breath, Body, etc.)
- Tattoos are not to be visible
- Hair must be neat and clean.
- Clean shaven. Beards and Mustaches are acceptable, but must be trimmed and neat.

Appearance

- Visible piercing i.e., brow, tongue, lip, nose, etc., adorned with rings, posts or other such items are not permitted. Earrings in the ear are permitted as long as they are professional in appearance.
- **All of the above are to appear professional in appearance. Management has the right to determine what is professional, clean, etc. Anyone whose appearance is not acceptable by Management, will be told to return home if necessary.**

Proper Communication is Critical both Non-Verbal and Verbal

- Verbal:
- Pleasant tone of voice
- Effective listening
- Common courtesies; “Please”, “Thank You”, “My Pleasure”
- Avoid Negative phrases; “I Don’t Know”, “I Can’t”

Customer Greeting

- **“Our standards require that we greet each customer in a warm and welcome fashion.”**
- Approach the customer with a Smile
- Make eye contact with the customer, lean into the customer.
- Anticipate the customer’s needs before they ask.
- Make the customer feel important.
- Make your closing statement with a smile. “Thank you for shopping with us today”...”You’re welcome”...”It was my pleasure”.

Customer Greeting

- **We are problem solvers. Accept nothing less than solving every customer's problem.**

Phone Etiquette

- “Our standards require that we greet each of the phone customers in a warm and professional manner.”
 - **Say the following when answering the phone: “ Good Afternoon, Thank you for calling Cherry Creek Guest Services, This is Jane, How may I help you?”**
- Answer the phone by the second ring.
- Stand up straight.
- Smile as you talk on the phone.
- Speak clearly.
- Pace your voice.
- Allow the customer to speak

Phone Etiquette

- Listen and keep an open mind.
- Repeat the customer's message for clear understanding.
- Speak with knowledge.
- Avoid using the phrase "hold please".
- Ask permission to put them on "hold".
- Check back with them within one minute or less.
- When transferring, use the phrase, "I'll Connect You Now".

Mall Knowledge

- Know the stores in your Mall.
- Know their basic product line.
- Know where they are located.
- Know the Mall hours.
- Know the names of titles of the Mall Management staff and what their jobs are.
- Know the activities taking place within the Mall.
- Always be informed of any new store coming into the Mall and any store leaving the Mall, (adjust your records).
- Knowledge is key. Ask yourself the following:

Mall Knowledge

- Where is the Mall Office?
- Where is the Security? Public Safety office?
- Where are the restrooms?
- Where are the ATM's?
- Where can the customer rent strollers or wheelchairs and what is the charge?
- Are there public lockers and where are they located?
- Where are the escalators/elevators?
- Is there a full service bank in the Mall and where is it located?
- Where is the food court?

Mall Knowledge

- What are the names of the anchor stores?
- Where are the public telephones?
- Where is the lost and found?
- What are the hours of the Mall Management Office?
- Who handles the renting of the Kiosks/RMU's and how can he/she be reached?
- Is gift wrapping available? Where?
- Is a Currency Exchange Program available? Where?
- Are shopping bags available? How much? Where?
- Are dogs allowed in the Mall?

Mall Knowledge

- Is there a Ticket Master? Where? What hours?
- Are there bus stops located at the mall? Where?
- Is there a Mall Walker Program? If so, what time does the mall open for the walkers and what is the distance around the mall?
- Is there a Frequent Shopper Program?
- Does the mall offer a paging system?
- Where can I buy a local and/or out of town newspaper/

Product Knowledge

(*This symbol represents services that may or may not be provided by your Mall)

- Fax*
- Copies*
- Lotto; Terminal sales and scratch off tickets*
- Books of stamps for sale*
- Mall Gift Card Sales
- Free Wheelchair Rentals
- Free Doggie Carrier Rentals
- Mall Job Employment Information
- Mall Restaurant Menus
- Taxi Stand
- Valet Parking

Community Knowledge

- **Knowledge of the area surrounding the Mall is just as important as knowing the inside of the Mall. Be prepared by knowing the following answers to these questions:**
- Where is the closest mailbox?
- If there is not a full service bank in your Mall, where is the next closest?
- What restaurants surround the Mall?
- Where is a UPS? Fed-Ex drop box?
- Where is the Post Office located?
- Where is an office supply store?

Community Knowledge

- What stores are located in the strip centers that surround the Mall?
- Where is the airport?
- Where can I buy a newspaper?
- Is there a business center (Kinko's) in the area?
- Where is the closest locksmith? Where can I have keys made?
- Have on hand a list that contains:
- Service stations that jump-start batteries and retrieve keys/Car rental agencies/Hotels/Motels

Make Your Customers Feel Important

- Learn to use your customer's names, especially Mall Management and Mall Employees.
- Treat customers as individuals.
- Respect customer's opinions.
- Be a good listener.

Winning is Teamwork

- A) It is a fact: The most successful booths across the country, have the strongest “Team Relationships” with the Mall Management.
- B) It is a fact: The most fun-to-work booths, have the strongest “Team Relationships” among fellow associates.

Professionalism

- **“One of the rewards of achieving high standards is the knowledge that you can call yourself a professional.”**
- Knowledge
- Self Appearance
- Booth Appearance
- Time Management
- Report to work on time.

Dealing With Angry Customers

- Listen without interruption.
- Ignore the excessive and erroneous things they say (let it go). Do not take it personally.
- Never return aggression with aggression.
- Empathize. Try to feel the way they do, but never say that “You know how they feel”.
- Paraphrase the content so they know, you know, what their complaint is.

Dealing With Angry Customers

- Guide their conversation with open-ended questions: Who? What? Where? When? Why? How?
- Acknowledge their feelings and emotions. (“I can see that you are frustrated with this problem.”)
- Discuss solutions and take corrective action.
- Lastly, thank the customer for the complaint.

Closing

- Congratulations! You have finished part one of your Exceptional customer Service Training. Just as the actor learned his lines, the lawyer learned the law, You have learned the art of Exceptional Customer Service.
- Part Two is to take what you have learned and apply it to everyday practice with confidence. The more you Practice, the better you will become. The booth is your stage. Act Well! Good Luck!