

**General principles and ideas to improve customer service:**

- Always smile and greet customers - sounds simple but can have very positive imp
  - Acknowledge those who are waiting at busy times- apologise if they've had a long wait
  - Use opportunity to address locals by their name - personal touch generally appreciated
  - Ensure your staff are properly trained and briefed - e.g. new products
  - Ensure all products are clearly priced - prevents people having to queue to ask prices
  - Offer recommendations to customers - particularly if you have promotions running
  - Aim to exceed customers' expectations - e.g offer to pack bags or take shopping to car
  - Make sure your store is 'convenient' - re. opening hours, layout, payment methods, etc.
  - Ensure you and your staff are attentive - but not pestering
  - Ensure all staff well presented - clean and smart
  - Consider use of staff uniforms - for professional image and easily identifiable staff
  - Match style/approach to individual customer - 'everyone's best friend'
  - Deal effectively with complaints - this can help ongoing customer loyalty
  - Ensure good eye contact - failure to do so can be interpreted as rudeness
  - Avoid running out of stock - particularly best selling lines
  - Importance of 'small talk' - but careful not to hold up queue
  - Pay special attention to elderly customers - but careful to respect independence
  - Be prepared to offer home delivery service - either free or for small charge
  - Ensure pleasant 'shopping environment' - e.g. wide aisles, air conditioning, lighting, etc.
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