

Check-in & Check-out Experience @ Hypermarket

Objectives

Key Objectives of this session is to understand

- Pre requisite for customer check-in & Check-out
- What makes customer to Visit and then buy @store?
- Develop and maintain customer service standards at entry and exit point ?
- Help customer in buying Journey from entry to exit point ?

First impressions count and will affect the interaction.

People make judgements in the first 30 second

Golden Rule – You only have one chance to make a first impression

Key Parameters @ Check-in

- **Look & Feel**
 - The Customer should feel hassle free entrance
 - Customer should Feel Red carpet welcome
- **Security Guard**
 - Security guard should do hand fold and greet him /her Good Morning /etc.
 - Security Guard should assist customer to take his goods and issue him/her a token.
- **Greeter/Usher:**
 - Customer should be greeted with smile like guests at home
 - Probe a question that gets them to tell you their needs/wants
- **Assistance :**
 - Customer should be assisted by Floor supervisor who will take him/her to the shopping section as per wants .
 - Also Floor supervisor should assure customer & make him feel comfortable

Key Parameters @ Check-Out

- **Enquire**
 - The Customer should be asked whether he got all items which he /she was looking for.
 - Anything not found should be noted down or delivered online or by runner
- **Billing /Fulfilment**
 - Floor Manager to ensure billing to happen with min / 0 wait time.
 - Company branded Loyalty card / registration to be done
- **Feedback /Reviews /Rewards :**
 - Customer should be sent link / asked to rate on app (If any)
 - Also verbal feedback or complaint if any need to be jotted down
- **Thank you :**
 - Team leader /Floor manager/ Guard to Thank customer for visiting /shopping at the hyper market

Key Success indicators @ Check-in Point

New Customer

Make the buying
awesome /
Feedback

Make him feel
comfortable – DM
to guide him/her

Establish Connect |
Emotional /Ego

Bottom-Up approach

Existing Customer

Already Connect
established

Probe if he requires
personalized
Service Yes/No

Feedback

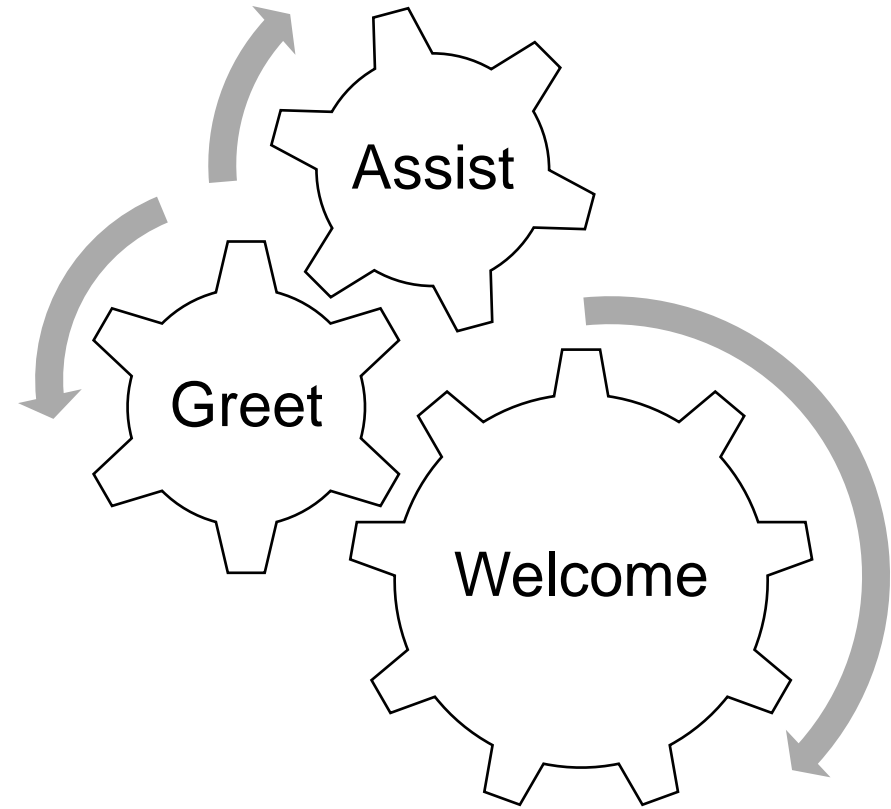
Top-Down Approach



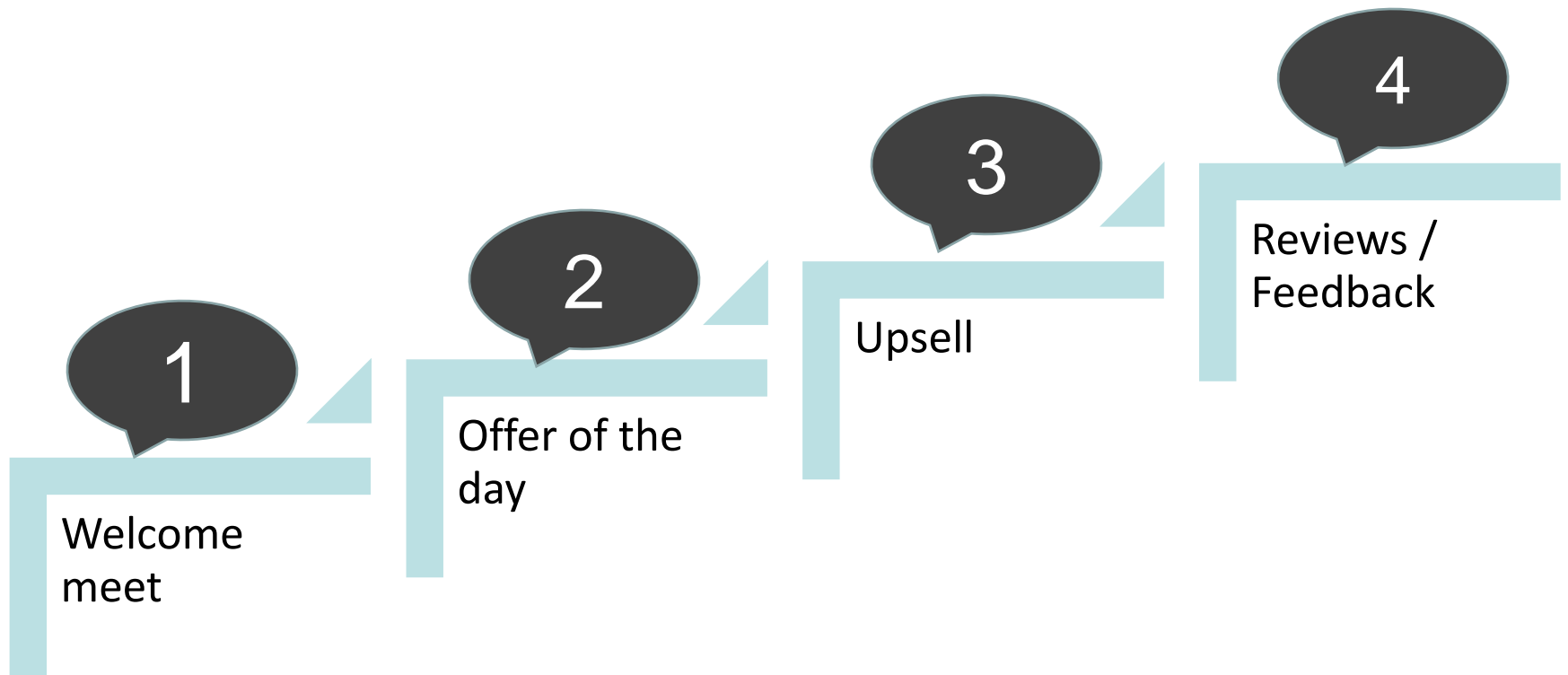
Key Success indicators @ Check-in Point

Key Fundamental

- Welcome
- Greet
- Assist



Check-in | Buying Jourey Decision



Key Team Attributes

Attitude

- Enjoy helping people
- Handle people well
- Care for your customers
- Give fair and equal treatment to all
- Be understanding of people with special needs

Body Language

- Smile
- Introduce yourself (if appropriate) or wear a name badge
- Shake hands if appropriate
- Lean forward
- Be aware of cultural differences

Happy to Help

- How can you find out what people want?
- If you can't help, what should you do?
- Offer alternatives if possible
- If they have to wait, how would you handle it?

Building Rapport

What does good rapport feel like?

Practice greeting someone

- Make the customer feel comfortable
- Make the customer feel important and valued
- Use empathy

Greeting Customers

The purpose is to create and maintain a welcoming environment - how can we achieve this?

- Be attentive, acknowledge a person as soon as they appear, even if you're busy
- SMILE!
- Establish eye contact
- Tell them your name
- Ask how you can help
- Give the customer your full attention
- Be polite and courteous.....

Guaranteeing Return Business

- Leave a positive impression, smile
- Check customers have everything they need
- If you've said you'll follow-up, do so
- Tell them something that may be useful to them later (eg new service starting soon)
- Invite them back
- Say goodbye

Organisational Assessment - Activity

- Take a look at your organization through the eyes of a customer.
- What are the first things you notice?
- What has the organization done to make you feel welcome?
- Does anything make you feel uncomfortable?
- How could you feel more at ease?

*Form small groups and discuss different methods used to help people feel welcome.
One person from each group to present back.*

A Positive First Impression

- Be confident
- Knowledge - know your organisation and the services you provide
- Confidentiality
- Follow up (don't just say you'll do something, do it)
- Strengthen the customer's commitment to your organisation

What to Avoid

- Saying 'I don't know' without offering an option
- Saying you don't know where a colleague is or saying they're at lunch/ toilet/ gone for coffee etc
- Leaving people on hold for a long time
- Ignoring people if you're busy
- Treating people unequally

Factors Affecting the Quality of Service

- Reliability
- Confidence
- Responsiveness
- Efficiency
- Consistency
- Organisation
- Acceptance of and adherence to policies and procedures

Customers with Special Needs

- People for whom English is not their first language
- People with disabilities
- People from other areas who may not be familiar with the way things are done here
- People with limited mobility
- Unaccompanied children

Planning Good Customer Service

- Recording procedures (when are your busy times)
- Reporting procedures (meeting organisational/ funding/ legislative requirements)
- Observe and report customer needs
- Be proactive in improving service
- Market your organisation
- Have processes and procedures for dealing with difficult situations BEFORE they happen and make sure staff are trained.

Dealing with Difficult Behaviour

- Label the behaviour, not the customer
- Listen
- Don't get defensive
- Don't take it personally
- Find out what the customer wants
- Discuss alternatives
- Take responsibility for what you CAN do
- Agree on action

The Talkative Customer

- Ask closed questions
- Limit the time available for them to interrupt (don't have long pauses)
- Provide minimal response
- Smile and be pleasant, but don't encourage them
- Wind up – thank them for coming, walk them to the door but don't be rude or dismissive

The Angry Customer

- Listen carefully without interrupting so you understand the problem
- Empathise in a broad way
- Stay calm and remain polite
- Don't escalate the problem
- Don't take it personally, be defensive or blame others
- Propose an action plan and follow it
- Seek support if you are scared, if you can't agree on a solution or if the customer asks to see "whoever's in charge"

The 'know it all' Customer

- Acknowledge what they say
- Compliment them on their research
- Be generous with praise
- Don't put them in their place no matter how tempting
- Don't try to be smart – you can't win!
- Ask them questions and use them to improve your knowledge

The Indecisive Customer

- Find out what they really want
- Ask them for the options
- Reflect back to them what they've said
- Assume control gently and point out the best course of action from what they've told you they need
- Be logical
- Confirm a plan of action with them
- Maybe even put it in writing

The Suspicious Customer

- Establish your credibility
- Ensure you know your product or service
- They will try and catch you out so don't guess or tell them something you're not sure of
- Be careful what you say
- Be polite
- Don't take it personally, they don't trust anyone!

Role Play

In pairs, one person takes on the role of a customer and one is the volunteer

- Use your own scenario if you have one
- Swap after 5 minutes

Key Parameters |Check-out

In pairs, one person takes on the role of a customer and one is the volunteer

- Use your own scenario if you have one
- Swap after 5 minutes