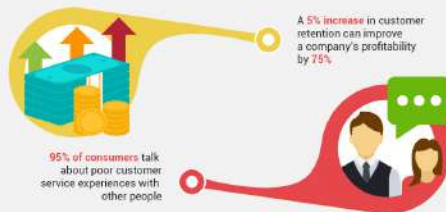




CUSTOMER SERVICE IN RETAIL

The brick and mortar retail industry is under severe pressure as it vies with online retailers for customer attention and dollars. Excellent customer service in-store is one thing that can differentiate them from the rest but do retailers truly understand this?

Did You Know?



How to Define & Optimize Your Customer Service Policy

1 Champion a Customer-Centric Approach



Even if you only have a small team of staff, set aside time weekly/monthly to talk through customer experiences and how people dealt with them.

2 Create a Customer Service Road-Map

Create a formal plan or roadmap that defines the accomplishments you need to achieve to be a customer focused success.

Customer Experience Roadmap



3 Research What Requires Investment to Help the Process



Depending on your store's size, you should assign budget to processes that will help to improve the whole customer service process. Faster return capabilities needed in-store? Budget for social media management, inventory management and so on.

3 Swift Tips to Improve Customer Service



1 Staff Should Have TOTAL Product Knowledge

- Yes, this will involve training
- But staff NEED to 100% know and understand the products they're selling
- Customers are impatient so need concise information

2 Staff Should Display Good Manners & Honesty

- They should understand the issues the customer faces and find a solution to that problem
- They should be attentive to the customer's concerns and outline how purchasing a certain product will help matters

3 Master In-store Procedures

- Staff should be trained to handle all aspects of the business so that they can help a customer with any query
- Stating to a customer that "It's not your area" simply isn't good enough in terms of customer service excellence

Expert Advice on Customer Service

Once you define your customer [experience] standards, don't encumber your employees with rules that get in the way. Instead, give them the power to do what it takes to meet and exceed those standards. 🗣️

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is a retail customer service expert

A retail store has to offer an element of humanity, and without this the shopping experience loses a lot of its appeal. 🗣️

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