

G.R.E.A.T. Customer Engagement

Course 3: Handling Multiple and Upset Customers



A Training Series for Supermarket Deli, Bakery, and Cheese Department Associates

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Bakery, and Cheese Department Associates



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G.R.E.A.T. Customer Engagement Series

ABOUT THIS SERIES

This series will help supermarket deli, bakery, and cheese department associates and managers learn how to *personalize* the customer service experience. You'll learn the importance of really *listening* to your customers, finding out what their *needs* are, and being their guide — *an advocate* — for the products you sell every day.

Customers choose to shop where the service stands out: where they trust the products and feel valued. *Shopping is an emotional experience*. Customer satisfaction increases when you create a positive emotional response with every customer, every time they shop. This high level of engagement gives your store a sense of *community* where people will enjoy shopping. And it always rewards your store, your department, your customers, and YOU.

This series has three courses and a final quiz:

- Course 1: Personalized Service & First Impressions
- Course 2: Great Expectations of You
- Course 3: Handling Multiple and Upset Customers
- Final Quiz

Course 1: Personalized Service & First Impressions

This section explains what *personalized service* is and how it influences customer loyalty. You'll learn how to offer superior service to give your business a competitive edge. And, these new skills will give you a sense of accomplishment that motivates you to give your personal best every day on the job. You will learn:

- What personalized service is
- Why personalized service is an asset to your business

What You'll Learn:

- What *personalized* service is and how it can increase customer satisfaction
- Customers' most important reasons for buying service department products
- What suggestive selling is and how to use it when offering meal solutions
- How to improve customer engagement using the G.R.E.A.T. approach
- The C.A.L.M. way to handle customer problems tactfully

You'll also learn the value of a good first impression and what impresses customers in service departments:

- Department cleanliness
- Availability of fresh, high-quality products
- Winning employee ways
- Appealing products and displays

Course 2: Great Expectations of You

Customers have great expectations of you. They trust you'll put together their order with the utmost care, accuracy, and speed. They expect a cheerful, friendly attitude and product advocacy that's second to none. This establishes trust and ensures new business. You'll see how simple and engaging it is to meet and surpass customers' expectations when you:

- Greet
- Recognize needs
- Explore preferences
- Advocate products
- Thank the customer

Course 3: Handling Multiple and Upset Customers

You'll face some challenges working in service departments. In this section, you'll learn how to effectively handle more specific customer situations including:

- Handling multiple customers
- Using the C.A.L.M. way when a customer is upset

G.R.E.A.T. Customer Engagement includes this series of three courses, a Final Quiz, A Final Quiz Answer Key, and an Associate Tracking Tool.

As you work through this series, you'll find:



Exercises



Links to FREE
IDDBA *Job
Guides* at
IDDBA's Web site



Answer Keys

How To Get The Best Results

Our *G.R.E.A.T. Customer Engagement* training course is a workbook series. To get the full instructional benefit, we recommend that you take this series in two sessions: Course 1 in one session and Courses 2 & 3 and the Final Quiz in a second session. All three courses should take a total of about two hours. However, you or your supervisor can customize this based on your available training time, what works best for you, and the needs of your business.

IDDBA Job Guides for Department Associates

Use our free, downloadable *IDDBA Job Guides* as part of your training experience. Print them from iddba.org/jobguides.aspx and use them as helpful guides as you work.

Progress Report

Use this Progress Record to keep track of your course and quiz completion.

Course Name	Completion Date	Job Guides Used	✓
Course 1: Personalized Service & First Impressions		Food Safety: FIFO Product Rotation	
		Food Safety: Proper Cooking, Holding, & Reheating	
		Food Safety: How to Wash Hands	
		Food Safety: When to Wash Hands	
		Customer Service: Body Language	
		Department Success: Sign Management and Effective Communication	
Course 2: Great Expectations of You		Customer Service: A G.R.E.A.T. Way to Sell	
		Customer Service: Building Sales	
		Customer Service: Building Customer Loyalty	
Course 3: Handling Multiple and Upset Customers		Customer Service: Dealing with Upset Customers	
Final Quiz			

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Course 3: Handling Multiple and Upset Customers

Handling Multiple Customers

Service departments can be very busy with lots of customers. What do you do when several people step up to your counter at the same time, all expecting immediate assistance? Well, first take a calming breath, and show your customers that you'll do the very best you can in this situation. They'll know if you're making an effort for them.

Earlier in this course, we offered some recommendations for acknowledging waiting customers. Let's briefly review them. Please don't ignore waiting customers. It may be tempting not to look at unhappy faces. Instead, make direct eye contact. Smile genuinely, and greet personally, recognizing the situation. Your personal greeting doesn't necessarily mean you have to know everyone. But it does mean it's important to recognize their presence with an acknowledgement until you or another team member can help them. This is critical.

Your greeting should not sound like a broken record, "I'll be right with you." "I'll be right with you." "I'll be right with you." Change it up. Be friendly. "Be there soon. Please try a sample if you'd like." "Thanks for understanding." "Quick as I can, I'll be there to help." Now that's better. You may want to direct them to what you're sampling. Eating is one of people's favorite pastimes. Tasting samples can put some customers in a better frame of mind while they're waiting.

When you're assisting a customer and two other customers step up to your counter, the first thing that you should do is acknowledge them both. Do this with a friendly welcome or non-verbal gesture, if the situation calls for it. Your statement should confirm someone will assist them soon and apologize for the wait. Seek other associates to help, and ask them to begin with the next person waiting. If you need to step away and go get associates (from the back room or on the sales floor) you might say, "Would you mind if I step away for 10 seconds to go get one of my coworkers to assist these other customers?" Most people won't mind. If they say no to your question because they're in a hurry, finish their order. Then alert an associate or call for assistance on the public address system.

Stay positive, keep calm, and smile as you're assisting shoppers. As you complete each order, thank each customer for their patience and understanding. If they can see that you're doing the best job possible, most customers will remain calm and satisfied.

What You'll Learn:

- Handling Multiple Customers
- Handling upset customers the C.A.L.M. way



Friendly Greetings for Multiple Customer Situations

- "I'll be right with you. Sorry for the wait."
- "Be there soon. Please try a sample if you'd like."
- "Thanks for understanding. I'll be right there to assist you."
- "Quick as I can, I'll be there to help. I apologize for the wait."

How to Remain C.A.L.M. in Difficult Situations



One of the most difficult and uncomfortable situations an associate faces is confrontation with an upset customer. No one looks forward to these moments, yet resolving a frustrated customer's concerns and keeping them as satisfied customers is very gratifying.

One way to defuse tense customer interactions is by using the **C.A.L.M. approach**.

Cool — Stay cool.

Apologize for the problem.

Listen with empathy.

Make it right.

C.A.L.M. Can Recommit Customer Loyalty

Keep in mind when a customer comes to you with a complaint, it is actually an opportunity to strengthen your store's relationship with that customer. A loyal customer who shops your store regularly probably spends thousands of dollars a year in your store and department. It's worth fixing the problem. Always follow your store's policies, and remember to ask your manager if you have any questions or need help.

Customer Retention Is Essential

A 2% increase in customer retention has the same effect as reducing department expenses about 10%.

— Achieve Global 2011 Study

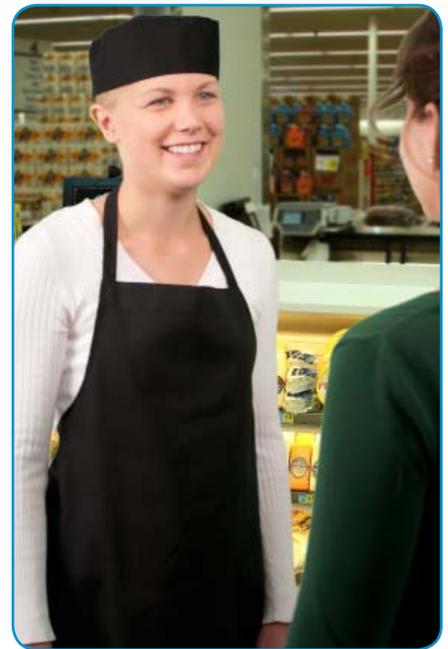
Cool – Stay cool. — Let customers vent their frustrations. Customers often feel they have to get angry to be heard and are fearful they won't be respected or treated fairly. Listen intently to the customer — don't react negatively.

Apologize for the problem — Customers expect and should always receive an apology. Whether or not you agree with their concerns or think that the store is at fault, you can and should express regret for the customers' negative experiences. You are not taking blame by apologizing for a customer's experience.

Listen with empathy — Associates should genuinely listen to the customer's problem, imagining how it must feel to be in the shopper's situation. Convey empathy by using "feel", "felt," "found." "I know how you must feel." "I would have felt the same way." "I found it's best to be upfront just like you're doing. Now what would you like us to do to resolve the problem?"

Always ask the customer what they would like you to do to resolve the issue. They might not expect as much as you think.

Make it right — Do everything you're empowered to do (within store policy) to correct the problem and make the customer happy. If necessary, check with your manager. Department managers who follow up with customers by phone will solidify the store-customer relationship and learn if the effort to resolve the problem was successful.



Make It Right For Customers

86% of customers quit doing business with a retailer due to a bad experience.

– Achieve Global 2011 Study



**Customer Service:
Dealing with Upset
Customers**

IDDBA.ORG/JOBGUIDES.ASPX





Section 4 Review — Handling Multiple and Upset Customers

Directions: Fill in the blanks using the choices below.

- listening with empathy
- making the situation right
- not be expecting as much
- personally greet recognizing the situation
- resolve the issue
- confrontation with an upset customer
- direct eye contact
- eighty-six
- genuine smile
- staying calm
- strengthen
- tasting samples
- apologizing
- apology
- broken record

1. When handling multiple customers, acknowledge the individuals you'll be waiting on next by making _____, offering a _____, and _____.
2. Your greeting should not sound like a _____.
3. _____ can put some customers in a better frame of mind while they're waiting.
4. One of the most difficult and uncomfortable situations an associate faces is _____.
5. The C.A.L.M. approach involves staying _____, _____, _____, and _____.
6. Keep in mind when a customer comes to you with a complaint, it is actually an opportunity to _____ your store's relationship with that customer.
7. Customers expect and should always receive an _____.
8. Always ask the customer what they would like you to do to _____. They might _____ as you may want to offer.
9. _____ percent of customers quit doing business with a retailer due to a bad experience.



Answer Key
page 3.10



Section 4 Review — Handling Multiple and Upset Customers

1. When handling multiple customers, acknowledge the individuals you'll be waiting on next by making **direct eye contact**, offering a **genuine smile**, and **personally greet recognizing the situation**.
2. Your greeting should not sound like a **broken record**.
3. **Tasting samples** can put some customers in a better frame of mind while they're waiting.
4. One of the most difficult and uncomfortable situations an associate faces is **confrontation with an upset customer**.
5. The C.A.L.M. approach involves staying **calm, apologizing, listening with empathy**, and **making the situation right**.
6. Keep in mind when a customer comes to you with a complaint, it is actually an opportunity to **strengthen** your store's relationship with that customer.
7. Customers expect and should always receive an **apology**.
8. Always ask the customer what they would like you to do to **resolve the issue**. They might **not be expecting as much** as you may want to offer.
9. **Eighty-six** percent of customers quit doing business with a retailer due to a bad experience.

Conclusion

Personalized service leaves customers feeling that they received “something extra” — something said or something done especially for them. Sometimes it's tasting a new product, learning something new, receiving an unexpected level of assistance, or service that meets their most immediate needs. When you *listen* to customers' needs and respond appropriately, it establishes trust on a very personal level. Personalization brings sincerity to the sale, differentiates the experience, and encourages customers to come back again and again. We hope customer satisfaction improves every time you use the G.R.E.A.T. way to engage with them. It's a simple, service-oriented approach that will help you meet and surpass customers' expectations every day on the job. And when those customer challenges come along, you stay C.A.L.M and resolve the issues. We hope you enjoy greater satisfaction, personal accomplishment, and meaningful work using some of the skills you learned in these courses.