

## Customer Service Tips Training Flyer

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Each day, all of us make decisions that either result in good customer service or poor customer service. One area we pride ourselves on is great customer service. We should all make a conscious effort to provide our customers with the best customer service in the industry. This flyer is intended to re-visit some things we can do to provide top tier customer service.



If you have not watched the three part Customer Service Training Videos you are encouraged to do so before reading this. You can find the videos by [clicking here](#).

One of the main take-aways from the flyers and videos is that much of providing great customer service does not cost us anything but adds value to the customer experience and the customer's perception of Lee Supply.

### ***Greeting Customers:***

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The first step in great customer service is acknowledging the customer. Most of us have probably been in a situation where we were at a business and none of the employees greeted you. Although it may be unintentional, this can make customers feel that their business is unimportant or that the company is too busy for their business.

Avoiding the situation described above is simple; acknowledge the customer. Below are the steps that should be taken when greeting customers.

1. **Greet every customer with a smile.** If you know the customer, greet them by name and say "Hello (their name), what brings you in today?"
2. If you are on the phone and cannot get with the customer immediately, **make eye contact** and acknowledge them letting the customer know you'll be with them as soon as possible.
3. If it's a new customer say, "Welcome to Lee Supply, my name is (your name) what brings you in today?"
4. Assist the customer and when finished, ask, "Is there anything else I can help you with today?"
5. When finished, **thank them for coming in** and assist them in getting the product to their car or truck.

These small changes in how we greet customers will make a big difference in customer's perceptions of Lee Supply.

Remember, the customer came to us. They could have gone to our competition. Greet every customer with a smile and be sure to thank them for coming in.

### ***Loading a Customer's Truck:***

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Another way to add value to the customer experience is loading the product into the customer's truck or van. Once you have pulled an order walk it to the customer's truck or van and load it for them.

When helping a customer it is better to say "Let me load that for you" rather than, "Do you need help loading that?". This avoids a situation where the customer says they don't need help when they would've taken it if it was just done.

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### ***Listen:***

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It is important to actually listen to what the customer has to say and understand what they are trying to accomplish. Active listening will allow you to ask follow up questions, learn how the customer feels, and make the customer feel appreciated. Show Interest, Avoid Interruptions, Empathize, Clarify the Message.

### ***Answering the Phone:***

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When answering the phone it is important we use the proper tone of voice and maintain a positive and friendly attitude. Below are the procedures for answering the phones:

When answering incoming calls, follow the script below:

1. Start with "Thank you for calling Lee Supply, this is (your name), how may I help you today?"
2. Take the order, help with the call, or transfer to the appropriate person.
3. End every conversation with, "Is there anything else I can help you with today?" If yes, continue to assist the customer.
4. If our customer gave you an order say, "Thank you for your order, have a great day."
5. If this call was not an order, say "Thank you for calling Lee Supply, have a great day."

### ***Ask a Manager:***

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There may be situations where you are unsure what to do. A few examples of this would be upgrading a piece of equipment because you are stocked out of an item, no charging an item, or saying yes to a second run. Before saying we cannot do something, it is best to ask your Manager what to do. They may agree or make special arrangements to accommodate the customer.

### ***Communication & Follow up:***

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One of the main factors determining customer satisfaction is whether or not we did what we told them we would. Did we call the customer back after calling the manufacturer? Did we deliver the product by the time we said we would? Did we get a bid to a customer when we said we would? These are all factors the customer considers. With that being said, it is very important to set realistic expectations when you are committing to something. If you already have five, "First thing A.M." deliveries, don't tell the customer we will be there at 7:30am. If it is essential and special accommodations need to be made get with your manager.

### ***Next Steps and a Couple Questions:***

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The next step is to learn more. The link below is to the first part in a 3 part series on Customer Service that Ryan put together.

<https://www.youtube.com/watch?v=ad2o-VnfsHQ>

TRUE or FALSE: It's best to ask if a customer needs help with something.

TRUE or FALSE: You don't need to greet a customer if you are helping another customer.