

Store Customer Service Checklist

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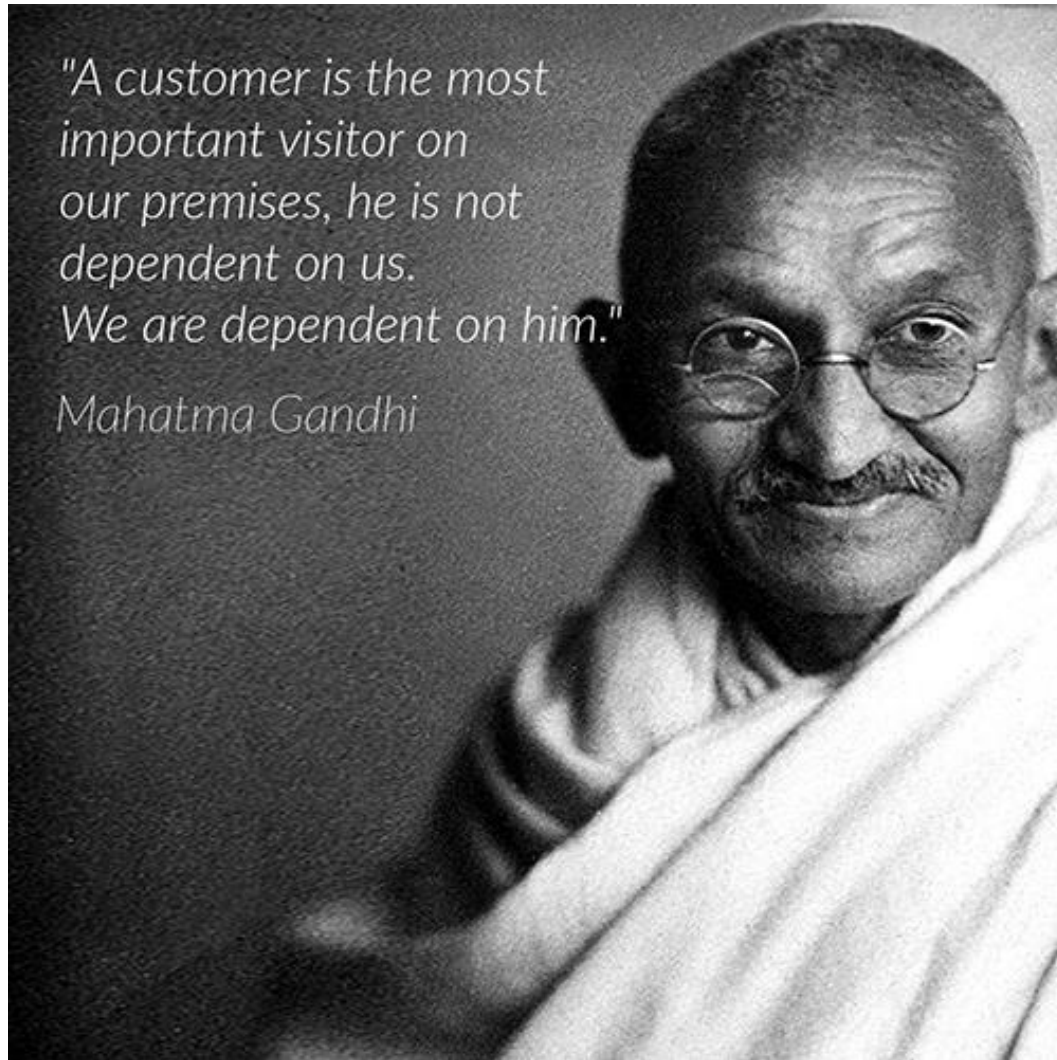
Why Customers Do Not Buy

STORE CUSTOMER SERVICE CHECKLIST

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Store Customer Service Checklist

The essentials skills of a Customer Sales Associate

The competencies and skills that sales personnel need to close deals with clients include retail skills. Sales associates can develop relationships with customers and boost store income by utilizing these abilities in addition to their inherent personality, attitude, and experience. These are also advantageous traits and abilities to possess for future employment and prospects. Beyond the position of a sales associate, retailing abilities are also useful for cashiers, merchandise buyers, store managers, and store owners.

1. A Focus on the Customer

Customers are the heart of your company, if retail employees are its face. Putting the needs of the customer first is a highly profitable retail skill for every employee in your store. Retail employees who have a customer-first mindset are able to better serve and understand their customers by making a difference in their lives, finding out what they need, and providing exceptional customer service. This ability not only fosters trust and comradery among your associates and staff, but it also aids in retaining devoted clients who could promote your brand and aid in the expansion of our business.

2. Interpersonal and communication skills.

Effective communication abilities, such as the ability to speak politely, patiently, and clearly, are essential in any professional setting, but they are especially important for jobs in retail. Store associates need to be able to communicate with customers, coworkers, buyers, and supervisors in order to perform their tasks well. Patience, politeness, and active listening are other interpersonal qualities that are essential for understanding and resolving client demands and issues.

3. Focus on detail

Store associates must handle a lot of details in a busy, fast-paced setting since retail businesses are full of activity. These specifics include checking out customers, stocking inventories, marketing products, and giving precise change.

When it comes to providing the greatest possible customer service, closing deals, and business assistance, associates should be meticulous.

4. Managing your time

Another essential retailing skill for store personnel is time management. Your sales representatives need to be adept at managing their time, multitasking, and prioritizing tasks in order to handle a hectic schedule of attending to numerous clients, monitoring inventory, processing sales, and overseeing merchandise.

5. Sales and Business Acumen

Store employees are in charge of more than just maintaining your retail location; they also have a role in generating revenue and expanding your business.

Associates that are highly productive are aware of sales tactics and strategies that enable them to collaborate with clients to identify goods that they find appealing and wish to purchase.

This retail ability may also involve general business knowledge, such as business operations, inventory and purchasing, payroll, retail management, and more, depending on your colleagues' experience & job function

6. Product Understanding and Business Proficiency

The finest retail employees are specialists in your industry. Serving as the public face of your business, they are able to address any queries or worries about your reputation. Competent retail associates are eager to learn about your brand, your merchandise, and the kinds of clients you serve. Additionally, they remain at the top because they understand how the retail business is always changing in order to give your clients the finest service possible.

7. Technological awareness

More than ever, having technological know-how is essential in today's digital retail environment. Retail employees, including store associates, should be proficient in using computers, tablets, point-of-sale (POS) systems, and any other software required to expand your company.

Through effective training, associates should be able to handle online transactions, deliver backordered merchandise straight to clients' homes, and personally market to customers. Omnichannel organizations may also allow their personnel to handle these tasks. Technical ignorance can lead to errors and inaccuracies, but it can also hold down the checkout or customer service process and cost businesses business.



The selling processes



1. Welcome your customers.

It is impossible to exaggerate the significance of a warm customer greeting in retail sales. This is mostly because your initial impression is greatly influenced by this tiny deed, which establishes the tone for your customer's entire buying experience. A cordial welcome also conveys your appreciation for their presence, which raises the likelihood that they will make a purchase and repeat business.

Small talk is a terrific method to break the ice and is one of the finest ways to engage with consumers when selling. Gaining conversational skills with consumers in the retail setting can also help you establish a more personal relationship with them.

One thing to have in mind, though, is that you should refrain from asking them questions that have binary answers such as a yes or no, as this will just result in an awkward greeting. Develop a relationship with your customers by striking up a discussion that will lead to an answer or a follow-up query.

2. Have a thorough understanding of your products

Without a doubt, one of the most important skills that any retail salesman should possess is product knowledge. Convincing someone else to purchase your goods might be challenging if you are unaware of what it is that you are selling. Customers do, after all, prefer to speak with salespeople who are able to address all of their questions. If you can sell your items with confidence and explain their merits to them, they will be more inclined to feel comfortable making a purchase from you. Being well-versed in your product will also enable you to sell better, by having pleasant healthy conversations with your clients, which will facilitate retail sales and deal closing.

3. Conduct product evaluation

Sales pitches and product explanations are only so effective. Consumers, particularly those who are unsure about a purchase, would rather view your goods in person or, better yet, try them out; here is where product testing enters the picture. Giving customers the opportunity to view or taste the products will aid in their understanding of how they operate, allowing you to address any issues they may have.

Using this retail selling strategy is also the ideal way to highlight the features that set your product apart from the competition and why it is a superior choice. This in turn may assist you obtain another referral and possibly even one of the trade secrets for successful retail upselling.

4. Listen actively to your customer

Listening to your customers is a very critical aspect of the selling process. Nothing is more frustrating in retail than putting pressure on your customers with endless recommendations without trying to understand their needs. This type of behavior will indicate that the sales associates are interested in hearing their viewpoints and are respectful of their feelings, which can make a huge difference in their buying decision.

5. Sell by asking questions

Asking insightful and perceptive inquiries can enable you to learn more about the wants and circumstances of your clients.

As a result, you'll be able to develop solutions based on your products more effectively. Finding more selling possibilities and overcoming objections that might keep you from closing deals with them can both be facilitated by asking the appropriate questions.

You must ask questions that elicit responses that provide enough specifics about your clients' requirements if you want them to open up.

You can improve retail sales by exploring consultative selling and different closing techniques.

Plus, you need to be mindful of It's also imperative that you refrain from barging them with inquiries. It's also not a good idea to question in order to negotiate. Sometimes all it takes is a well-crafted inquiry to convince a client or potential client to provide you with all the data you require. Asking delicate inquiries could alienate your clients and make them decide not to do business with you in the future. Sometimes, all it takes is to ask one appropriate question to persuade a customer or prospect to share all the information you need.

6. Make an upsell offer

Upselling is the technique of suggesting a more costly product that is related to or comparable to the one that was originally purchased.

This retail selling strategy can be highly dangerous, if it goes wrong, because it often creates a bad image, but if executed properly, it can significantly enhance your consumers' shopping experiences.

Consider it a method of enhancing the value of their purchase. Should they truly have got a better deal from you, these buyers will stick with you and come back for more buys.

7. Consider cross-selling

Cross-selling involves the idea of offering additional products or services that aren't covered in their original purchase. Let's say your customer bought a new mobile phone.

You could also suggest that they get a new phone case or other phone accessories such as speakers or a wireless charger. Similar to upselling, this retail selling technique can also help you provide a better buying experience to your shoppers while also gaining as many benefits as you can from a single transaction. Just make sure that you know the right timing to cross-sell. Don't try to offer your customers another product just to meet your sales target or increase your revenue. And if they're on a strict budget, it's best not to push them any further and let them stick with their original purchase.

8. Leverage storytelling

When it comes to retail selling, you can't influence a customer into trying your product by simply presenting facts and descriptions, which anyone can look up on the internet. As a sales trainer, you'll need a more effective strategy that will get past their mind and further appeal to their heart, like storytelling. It's human nature to respond better to stories, so why not take advantage of this sales-pitch technique to pick the interest of your customers and influence them to try your products? Not only will it help them easily remember your products, but storytelling will also set you apart from the competitors.

There are different ways to provide your customers with an inside look into your products. You can share your own experience using those items, or how they brought value to your other customers. You can also take advantage of displays and signages to give your customers a deeper look into your products. You can even cold-call potential customers and talk about the origin of your brand or provide your customers with fun did-you-know facts. If they're interested, they might call back and ask for more information, which gives you the opportunity to go into a full narrative mode.

9. Practice value-based selling

While most customers base their purchasing decisions on the price tag, the value they can get from the product is the one factor that will encourage them to keep coming back. This is the primary reason why value-based selling is so successful in retail. Through this retail selling technique, you can convince your customers to buy your product based on the long-term benefits it provides, even if its price goes a little above their assumed budget. If done successfully, it will give shoppers the impression that you are concerned about their needs and requirements, and not just because you need to meet a sales quota. This sales effectiveness could also turn your one-time buyers into loyal customers and help you achieve a steadier stream of profit.

10. Hone your selling skills through training

Last but not least, get on top of your retail sales by investing in sales coaching classes and regular retail sales training

programs and workshops! These programs will not only provide you with successful salesman tips, retail selling strategies, and sales advice, but they will also help you determine which sales approaches are best suited to your industry and which are not.

A steady regiment of sales management training will also keep your sales skills and knowledge at a high caliber, ensuring a level of performance that will allow you to produce consistent sales results.

An Overview of Pre- and Post-Sales

The customer journey's pre- and post-sale stages are crucial. Prospecting, qualifying leads, and demonstrating products to prospective buyers are all part of the pre-sales process. Post-purchase client onboarding, post-purchase assistance, and sustaining long-term connections are the key goals of post-sales. In order to deliver value and guarantee client pleasure, both phases are essential.

Aspect	Pre-Sales	Post-Sales
Focus	Persuading potential customers to buy	Supporting customers after purchase
Activities	Lead generation, product demos, sales pitches, pricing negotiations	Onboarding, customer support, account management, issue resolution
Goal	Converting leads into customers and closing sales	Retaining and satisfying existing customers, fostering loyalty
Timing	Before a purchase is made	After a purchase is completed
Interaction	Targeted at prospects and leads	Targeted at existing customers

KPIs for customer service

What are KPIs and metrics for customer service? KPIs and customer service metrics are the figures that show you how successfully your company is living up to its brand promise. But they're more than just a collection of figures; they're also a set of guidelines and expectations. Setting specific goals for yourself, such as how soon you respond to calls from customers or how many support tickets you close each week, is like setting milestones on the path to customer success.

Put another way, the customer service industry's vernacular is metrics and key performance indicators. They are a collection of benchmark metrics that let you assess how well your organization is performing in relation to others. When you can see how your operations compare with time, you have a much better idea of where to spend time and money on things that will have the biggest impact on your business's success.

To figure out what metrics will work best for your company, think about why customers come to you in the first place: What is it about your products or services that sets you apart from your competitors? What does the customer experience look like from their point of view? Then, decide what would be most important to them in terms of whether or not they would continue doing business with your company. Turn these ideas into specific metrics for your business so that everyone who deals with customers can understand exactly what needs to be done to keep them happy and engaged.

Why is measuring customer service measurements and KPIs important?

You can evaluate your company from the perspective of your customers with the help of customer service metrics. They give you information about how your clients are interacting with you, what they're saying about you, and how well your firm is handling their complaints. They also let you evaluate the general state of your company. For example, if the number of calls you receive each month for customer service is increasing steadily, it may indicate that customers are experiencing more problems than in past years with your goods or services. Alternatively, declining customer satisfaction scores may indicate a reduction in the quality of client interactions.

Metrics assist you in keeping track of what's going on in your business and make sure that when issues arise, they're addressed quickly.

Without knowing the end goal (i.e. what your customer service team is working towards), there will be no way to measure performance and progress. Creating a plan will guide you and your team to the specific goals you want to achieve.

Here are a few more reasons why measuring customer service performance metrics and KPIs is important:

Measure and improve sales associate's performance

Depending on your team goals, you'll want to have a specific number of metrics to work toward. Much like a game, an associate's performance can be quantified. Identifying the metrics you'll measure helps encourage them to achieve their targets and have fun while doing it and ultimately, agents will perform much better.

Increase operational efficiency

Having an understanding of your team's performance lets you know where and when to delegate resources. It will also show you where you need to train more and where you're exceeding expectations.

Improve customer satisfaction scores

Your Customer Satisfaction Score (CSAT) determines exactly how happy your customers are with your team's service. It's vital to find out what could make customers more satisfied and what disappointed them so you can improve and encourage customer loyalty. In fact, research done by Frederick Reichheld of Bain & Company shows increasing customer retention rates by 5% can increase profits by 25%-95%.

The customer service metrics for a retail store

1. First response time

First response time (FRT) is the time that elapses between a customer sending their first support ticket and the store staff's response. Using this metric helps the company in measuring the effectiveness of its team

when it comes to the promptness of the support staff and whether teams have enough resources to respond to requests on time.

2. Average resolution time

Average resolution time is how long it takes to solve a customer support ticket from start to finish.

3. Average handle time

Average handle time (AHT) is similar to average resolution time, but there is a slight difference. AHT is an average time a staff spends on a ticket. The handling time ends when the staff communicates the new shipment information to the customer & closes the ticket.

4. Consistent Resolutions

In addition to resolution time providing consistent resolutions is also an important metric. McDonalds is a typical provider where consistent service is given across the board.

5. Top Topics

Analyzing the reasons why customers contact support is just as important as how fast their issues are resolved.

Monitoring customer reported issue can help you determine gaps in your instruction & training materials.

6. Cost per resolution

Calculating how much it costs to resolve each ticket is critical to determining staff and operational costs.

Costs per resolution= Total operating Exp/No of tickets resolved.

7. Number of tickets

A necessary part of customer service is anticipating how many issues can arise. Problems are bound to happen. This metric indicates whether the team is capable and equipped to handle the number of tickets.

8. Number of resolved tickets

This KPI refers to the number of resolved tickets an individual or team as a whole has received and resolved within a given time period.

9. Number of tickets by medium

The number of tickets by medium refers to the number of tickets per channel of customer that had reached out to the support team. Phone, email, chat, social media, through delivery agents etc.

10. Escalation Rate

The escalation rate is the percentage that represents the number of tickets that escalate to a person with more experience or specialized knowledge, such as the supervisor or the manager.

11. Customer retention rate

Customer retention represents a company's ability to retain customers over time. It's one of the more important metrics to know because customer retention is integral to the success of a company. It increases Loyalty, ROI etc.

$$\frac{\# \text{ customers at the end of period} - \# \text{ customers acquired during period}}{\# \text{ customers at start of period}} \times 100$$

12. Customer satisfaction score

Typically, after an experience with support staff, customers are encouraged to fill out a survey based on their experience. The customer satisfaction scores will then show how happy the customers are and how well the customer support team handled the situation.

13. Net promoter score

The Net Promoter Score (NPS) is a satisfaction benchmark that measures on how likely your customers recommend your business to others.

The score band is as follows

Detractors: 0 to 6

Passives: 7 to 8

Promoters: 9 to 10

14. Customer effort score

Part of offering excellent customer service is by reducing friction for your customers. After all, Customers shouldn't feel like resolving their own issue in a worst-case experience than contacting and getting it resolved by the service team themselves.

15. Top performing Associates

Your store associates are the frontliners of customer interaction and satisfaction. You can use your service desk to track who your top performers are. Once you identify the top performers, you can not only reward their hard work but tap their success strategies to help improve the performance of the rest of the team members.

Here are a few services desk KPI's

1. Rate of first contact resolution
2. Average reply time
3. Knowledge based views
4. Abandonment rate

Seven Deadly sins of Customer service

1.Apathy: A just don't-give-a-damn attitude on the part of the salesperson or an impression conveyed to the customer in terms of "Do I look like I give a damn?". Some people get this way when they get bored with their jobs and nobody is reminding them that their job priority is to serve the customers.

2.Brush-Off: Trying to get rid of the customer by brushing-off his or her need or problem; trying to thrust the customer with some standard procedure that doesn't solve the problem but lets the service person off the hook for doing anything special.

3. Coldness: A kind of chilly hostility, curtness, unfriendliness, inconsiderateness, or impatience with the customer that says,

"You're a nuisance; please go away." It is amazing to find that so many restaurants carefully select the most moody, depressed, hostile person they can find for the hostess-cashier job, making sure the customer's first and last moments of truth are good ones.

4. Condescension: Treating the customer with a patronizing attitude, such as many health-care people do. They call the doctor "Doctor Jones," but they call you by your first name and talk to you like you're four years old.

5. Robotism: "Thank-you-have-a-nice-day-NEXT." The fully mechanized worker puts every customer through the same program with the same standard motion and slogans, and with no trace of warmth or individuality. A variant of this is the smiling robot who gives a permanent "star" smile, but you can tell nobody's home upstairs.

6. Rule Book: Putting the organizational rules above customer satisfaction, with no discretion on the part of the service person to make exceptions or use common sense. Banks are famous for this; they usually do everything possible to eliminate all traces of human thought and judgement, with the result that no one is authorized to think. Any customer problem with more than one moving part confounds their system.

7. Runaround: "Sorry, you'll have to call (see) so-and-so. We don't handle that here."

Airline people have made this into an art; the ticket agent tells you the gate people will take care of it, and the gate people tell you to see the ticket agent when you get to your destination, and the agent at your destination tells you to have your travel agent take care of it.

When you make sure you are not committing any of the sins listed above, you are better than 75% of the people out there already.