
Background Information: Customer Service

Effective Date: June 1, 2014

Supersedes: New

Excellent customer service is key to business success. It must extend from product delivery to developing bonds with customers. It is essential that a positive customer experience is provided. Stores can create such experiences by anticipating customers' needs and setting their expectations. Tips outlined in this section apply to all customers, not just eWIC cardholders. eWIC cardholders are to be treated the same as other customers; they are neither to be discriminated against nor shown preferential treatment. This section should be used to supplement other customer service training resources used by stores.

I. First Impression

- A. Customers begin developing opinions about the store and the service it provides with the first visit. A bad first impression is difficult to overcome.

II. The Customer

- A. Customers appreciate:
 - 1. Assistance;
 - 2. Equity;
 - 3. Respect; and
 - 4. Discretion.
- B. A customer's mood affects their shopping experience.
- C. If a customer is upset or negative, don't take it personally. Step back, take a deep breath, and stay calm.
- D. Focus on what can be done. Offer and give assistance.
- E. If a situation escalates, follow the store's procedure for handling difficult customer situations.

Background Information: Customer Service (Continued)

Effective Date: June 1, 2014

Supersedes: New

III. Delivering Excellent Customer Service

- A. The following actions promote excellent customer service:
1. Make customer service a priority and a primary focus;
 2. Give the best customer service possible;
 3. Personalize interactions to meet customers' needs;
 4. Respect customers;
 5. Listen to customers;
 6. Solve problems quickly; and
 7. Seek out opportunities to improve service quality.