

PERFORMING WITH OPERATIONAL EXCELLENCE

Have you ever gone to retail location to make a purchase only to end up at the cash wrap listening to a personal conversation between two employees, or had to wait while the clerk finished a personal phone call? If so, then you know that this type of behavior doesn't make customers feel very welcome. How about when you're looking for assistance but no one's around or the employees are ignoring you? I'd wager that most of us decide not to purchase and go somewhere else.

The list goes on, but the most important aspect to understand is the absolute necessity of taking care of your customers. Why? Well it's simple, if you do not take care of your

customers, you can rest assured they will find someone who will meet their needs.

Performing excellently isn't just about following operational procedures, merchandising or reducing shrink, it's also about meeting and hopefully exceeding your customers' expectations. When you accomplish this, you not only ensure that your customers are going to come back, but you're also increasing your store's sales.

Actually, providing excellent guest service is one of the easiest and cheapest ways to ensure the financial health of your store. When employees are actively engaged with their customers and are demonstrating a good attitude, your cus-

tomers will take notice.

So what are some ways that you can ensure your store is performing with operational excellence? First of all, don't be rude, always take care of customers first; everything else is secondary. If you're working on a project, set it aside and help your guest. If you're on the telephone, you should politely place the call on hold and take care of your guests, and never have personal conversations in front of customers.

Lastly, encourage your co-workers to engage in positive behaviors: your store will perform better and your customers will appreciate the care.



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- **If you're working on a project that needs to be completed, STOP and help your guests first!**
- **If you're on the telephone, place the call on hold and take care of your customers.**
- **Do not hold personal conversations while guests are within ear-shot.**
- **Encourage your co-workers to engage in behaviors that are constructive to the store's appearance and your customer service.**

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