



Cellar Door Customer Service Templates

CELLAR DOOR CUSTOMER SERVICE TEMPLATES

A customer focused organisation requires a strategic approach to the development of customer service standards. It is also important to develop a resolutions process for handling complaints and dealing with difficult customers.

- The information provided in *italics* represents examples of Cellar Door responses
- You can use these templates a guide, or feel free to adapt the existing information in italics to suit your own business

The following pages are intended as a guide only - all information contained within this document is believed to be accurate at the time of writing. The authors have taken all reasonable care in the preparation of the templates, however, they are not comprehensive. It is the responsibility of the individual businesses to tailor the documents to reflect their circumstances.

For further information and advice contact Wine Food Tourism Strategies Pty Ltd at admin@winefoodtourism.com.au

Cellar Door Customer Service Standards

We are a customer focussed organisation

Our business relies upon our customers' satisfaction

We are judged daily on our performance of customer service

We must make it easy and a pleasure for our customers to do business with us

Our service will ensure customers choose us and remember us above any other brand.

Reliability:

Always do exactly what you have said you will do for a customer – if not more.

Efficiency:

Make eye contact with visitors within 30 seconds of their arrival and greet them as soon as possible. Introduce yourself and use their names if appropriate. Explain the current circumstances (e.g. if you need to serve other customers at the same time) and share your attention evenly.

Presentation:

Good grooming and personal cleanliness are expected at all times.

Presentation should be neat and appropriate and voice presentation should portray relaxed professionalism and confidence.

Professionalism:

Accuracy and knowledge combined with a customer-focussed attitude will ensure you maintain professionalism whilst building customer relations.

Courtesy and Tact:

Always treat customers with respect and courtesy. Avoid too much familiarity and monitor their reaction to your approach. Thank them for their business and ensure they are aware you appreciate their custom.

Flexibility and Convenience:

Maintain a 'can-do' attitude. Even if the request is unusual, think about how we can either satisfy their request or provide alternative options.

Make it easy for them to do business with us.

Communication:

Keep customers well informed about things that affect them. Let them know if there are delays and be apologetic if they are inconvenienced. Make sure they know you're concerned about their experience. Build a rapport without intruding and communicate with other staff to ensure messages are consistent.

Credibility:

Don't promise what you can't deliver. Be sincere and make a genuine effort to fulfil the customer's expectation. Follow up and confirm satisfaction.

Understanding the customer:

Make an effort to 'read' the customer and their reactions. Are they relaxed and comfortable? Do they feel anxiety? Are they confused? Once you've established any uncertainty, ask questions and put them at ease.

Attentiveness:

Be aware of your customer's needs and ensure they have all of the information they need to be happy.

In addition:

- *Customers don't like to be told they're wrong – be diplomatic*
- *Lack of information creates uncertainty – provide as much information as possible when circumstances require a customer's understanding, e.g. when extremely busy.*
- *'Follow up' often precludes a problem arising – recognise signs of dissatisfaction*

Complaints Handling Procedure

1. *Follow technique for handling difficult or upset customer (attached)*
2. *Write down on template form (copy attached form):*
 - a. *Name of customer*
 - b. *Details of complaint*
 - c. *Cause of problem*
 - d. *Solution offered (or action suggested)*
 - e. *Follow-up required*
 - f. *Action needed to rectify a service or performance fault (if applicable)*
3. *Prepare apology correspondence, confirming what action is being taken (if applicable)*
4. *If complaint is about or is connected with any of our service suppliers telephone and advise the appropriate contact and fax the details recorded in 2 and copy of correspondence 3. Ensure they understand what action has been taken and if they are required to take any further action.*
5. *Discuss the complaint and course of action with at least one other staff member.*
6. *Copy correspondence and file with the complaint details.*
7. *Record date for follow up in the diary.*
8. *Record complaint details on list of Agenda Items for discussion at next staff meeting if appropriate.*

COMPLAINT FORM:

Please complete this form in detail and action as set out in complaints handling procedure.

Date _____ / _____ / _____

Complaint taken by – Name:

Name of customer and contact details

Details of complaint

Date:

Specific nature of problem:

Cause of problem

Solution offered (or action suggested)

Follow-up required

Action needed to rectify a service or performance fault (if applicable)

SIX STEPS TO DEALING WITH DIFFICULT (UPSET) CUSTOMERS:

1. **Be Quiet, Just Listen - Don't Interrupt**

No matter how angry a person is, the longest they are likely to unload on you for is 30 seconds - that is if you don't interrupt.

2. **Thank Them**

That's right! Thank them for bringing the problem to your attention.

3. **Get All The Facts**

Be sure to collect all the facts relating to the situation. People in an emotional state tend to exaggerate and say such things as 'never returns my calls'. Don't argue with them; simply cause them to be more specific.

4. **Make An Empathy Statement**

It is important that you don't tell the customer "I understand how you feel", often that will further aggravate the situation - because you don't know how they feel, you're not them. Make an empathy statement which acknowledges and demonstrates respect for how they may be feeling. You might say "you're right, we do have a problem here", or 'I understand this is unacceptable to you' (and go on to tell them what you can do about it).

5. **Do What You Can To Fix The Problem**

At this point it is important the customer believes their problem is a high priority issue within our business. Advise them who the best person to attend to the problem is, without 'passing the buck'. Arrange a time for them to speak with this person (if they are not immediately available), and reassure them the problem will be fixed quickly.

6. **Follow Up**

Be sure to check that what was promised, was carried out. If a colleague was to speak to that person by the end of the day, ensure this has happened. If a letter of apology was to be written, check it leaves the office that same day. Satisfy yourself that the problem is fixed, and ensure either you or your colleague has checked back with the customer, to ensure they are now satisfied their problem has been dealt with.

It is always wise to 'debrief' with management to ensure the process was conducted satisfactorily from your point of view, their point of view and to confirm the customer's satisfaction.

There are only three choices when facing a problem

Ignore it and hope it will go away (you can be sure it won't)

Blame it on someone else (very unprofessional and transparent)

FIX IT! *the only way to ensure it doesn't come back to haunt you!*
