My Department Stores Customer Service Policy and Procedure

Policy Statement

My Department Stores is committed to providing an exceptional level of service to customers who engage with the business in person, via phone or via chat.

Proving Customer Service in Person

Customers should be greeted professionally by staff within 1 minute of entering the store or coming to the attention of the staff member. Staff should collect information from customers about their needs and expectations and provide them with product and service options.

When providing customer service over the phone, phone calls should be answered within three rings.

Prices

Prices are set by the Management Team, following Recommended Retail Price (RRP) advice from manufacturers and applying discounts for planned sales.

Communicating with customers

Staff should use professional communication skills when communicating with customers.

- Use rapport building skills to establish a relationship with the customer. Use open, welcoming body language to encourage the customer to share their concerns.
- Use active listening skills to ensure the customer feels heard.
- Speak clearly and professionally.
- Adjust your speaking to meet the customer's needs.

Supporting customers with special needs

Staff should provide assistance to support customers with mobility needs when required. Other supports offered by staff can include providing information verbally for customers with vision impairments or providing written information for customers with hearing impairments.

Discounts

Sale representatives staff may apply a discount of up to 5% on any product which is not otherwise discounted (e.g. sales items) when necessary to close a sale. Sale representatives may allocate up to $200 of discounts in any given month.

Sales Managers may apply a discount of up to 10% on any product which is not otherwise discounted (e.g. sales items) when necessary to close a sale, up to a total value of $100 per month. Appropriate reasons to apply discounts include:

- discounting a single item that is part of a large sales order
- using discounts as compensation when customers are inconvenienced, such as when there is a wait time for products

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Sales

Sale representatives should advise customers of all sales prices on products. Sale representatives may not further discount any sales items without approval from management.

Escalating customer requests or service issues

Staff should request assistance from their supervisor/manager when they cannot respond to the customer's needs or when customers have concerns or problems are encountered.

Provide In-Person Customer Service Procedure

The following steps should be completed when providing customer service to customers in the store:

1. Greet the customer within 1 minute of entering the store or coming to the attention of the staff member.
2. Ask questions to encourage the customer to explain their needs
3. Ask questions to clarify or confirm the customer's needs
4. Ask questions to identify the urgency of the customer's requests
5. Provide information to the customer about their required product or service
6. Ask questions to request feedback on the options suggested
7. *When needed,* make adjustments to the service being offered to respond to the customer's feedback *(e.g. offering delivery, providing information about complimentary products or services, answering questions, etc.)*
8. Assist the customer to access the product or service that best meets their needs *(e.g. process the sale, book an appointment, etc.)*
9. Advise the customer that they can contact you with any problems, and provide a method of contacting you *(e.g. a phone number or email address)*
10. Request feedback from the customer about the service provided to them
11. Document the feedback received from the customer

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Proving Customer Service via Chat

Customers are able to contact My Department Stores via live chat to ask questions and request assistance.

Customer messages must be responded to within 30 seconds of being sent/posted. Information should be provided succinctly and clearly to customers.

Provide Customer Service via Chat Procedure

The following steps should be completed when providing customer service via chat:

1. Greet the customer within 30 seconds
2. Ask questions to encourage the customer to explain their needs
3. Ask questions to identify the urgency of the customer's requests
4. Clarify or confirm the customer's needs
5. Provide information to the customer about their required product or service
6. Ask questions to request feedback on the options suggested
7. Assist the customer to access the product or service that best meets their needs *(e.g. process the sale, book an appointment, etc.)*

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