

STORE MANAGEMENT DEVELOPMENT PROGRAM

SATISFYING CUSTOMERS



Satisfying Customers Module:

The ***Satisfying Customers Module*** is built on the experiences and service expectations that you place on yourself as well as those around you. Besides the skills that you learn in the module, your success and the success of the customer service levels in your stores begins with your involvement.

Objectives:

- Understand the meaning and importance of customer service.
- Be proactive in preparing your store and staff to address customer needs.
- Have an awareness of the impact of customer service inside and out of the organization.
- Be able to troubleshoot and develop action plans to circumvent difficult situations and turn conflict into service opportunities.
- Develop coaching techniques to effectively manage, maintain, measure and monitor customer service levels and training in retail stores.
- Understand the tools that you can equip your staff with to enhance the service level in your store and go above and beyond the call of duty.