

## Introduction

The Company has Customer Service Policy in which all employees must adhere to at all times. This company policy outlines our standards when it comes to customer service. We are a customer service-based company and this must be at the front of all employees' thoughts. Our overall aim is for the business to be ambitious and reputable Petrol Station Retailer. We are responsible for providing outstanding customer service, ensuring our customers shopping needs are exceeded and building lasting relationships. Our ultimate goals are to always ensure our customers are provided with a world class shopping experience and to continue to grow at an exceptional rate.

## Scope

This policy applies to all of our employees. If you are a site-based staff member this also includes when working out on the shop floor. When not on shift you are still a representation for the store and the company.

## Policy Elements

The following rules always apply;

- Do not ignore the customer.
- If you are not able to serve a customer straight away then apologise and inform the customer you will be with them as soon as possible.
- Adopt the 2-metre rule – this means that if a customer is two metres away from you and you make eye contact then you must acknowledge them. This can simply be a smile or ask them if they need any assistance.
- If you are standing behind the till point and not a cashier then expect the customer to want to be served. Acknowledge them and inform them that the next cashier will be with them as soon as possible. As a result, do not stand behind the till point if not serving/ being trained.
- If a customer enquires about a product, the member of staff should take them and show them where the item is. They should then make sure that the customer is full satisfied by asking 'Is there anything else I can help you with?'
- If an item appears to be out of stock, you should always check the back area before telling the customer this item is not available at this time. This should then add to the stock list immediately. Do not delay this as this is when employee can forget to double back and add this to the shopping list.
- The customer should have your full attention at all times.
- Employees should not be chatting amongst themselves whilst a customer is in the shop/ at the till point. Even if you are not serving.
- No member of staff should be behind the till area whilst not on shift.
- No food or drink should be consumed at the till point or on the shop floor.
- All food and drink should be consumed away from all customer areas. This includes bottles or water.
- Staff should not be reading papers or magazines at the counter or on the shop floor.
- The site should be clean and kept to a high standard. No mess should be left around the till point as this is what customer look at the most whilst waiting for their transaction to be processed.
- All media enquiries should only be dealt with by management or head office. Therefore, if you are asked then you should politely inform them that this a request you can pass on, take their details accordingly.
- All customers should be greeted when they enter the shop/ arrive at the till point.
- All customers must receive a farewell message. This can simply be 'Goodbye have a nice day'.

## Disciplinary Consequences

When an employee disregards this policy, the appropriate disciplinary action will be taken. In the first instance you will be (depending on what element of the policy you have disregarded) given a verbal reminder of the policy. This will be kept on file and could be used as further evidence if employees continue to repeat this failure to comply. Should there be any recorded repeat of this conduct, this may be subject to formal disciplinary action.



