

Smarter Customer Service · Mar 28, 2017

Presented by Tim Huckabee FSC



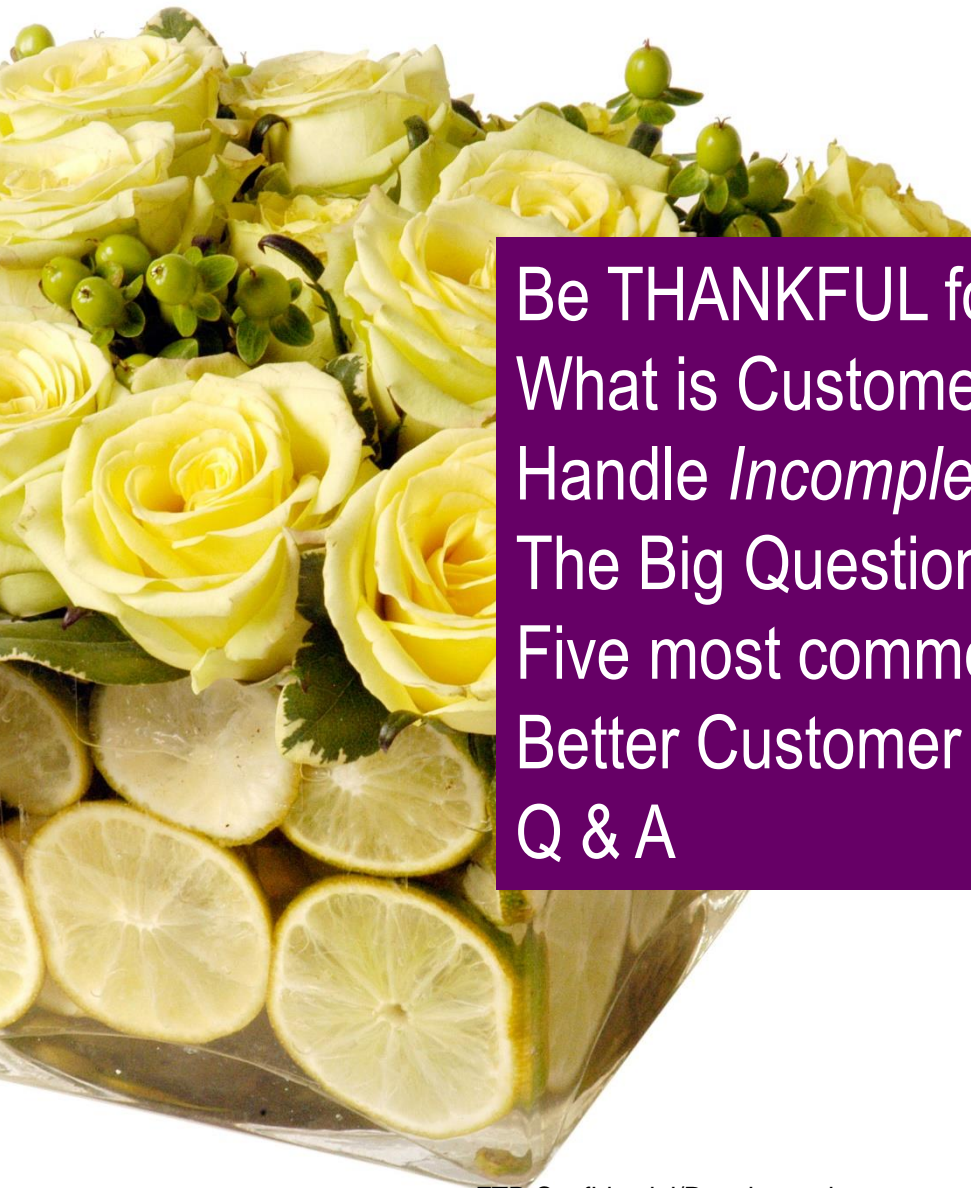
Welcome



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 **Floral**
S T R A T E G I E S

5000



Be THANKFUL for complaints!
What is Customer Service?
Handle *Incomplete Orders* the EASY way
The Big Question: Pick Up? Replace? Refund?
Five most common complaints and resolutions
Better Customer Service EVERY DAY
Q & A



Be THANKFUL
for complaints!



68% of customers don't complain,
they just don't come back!





It's a New
I**D****E****A**

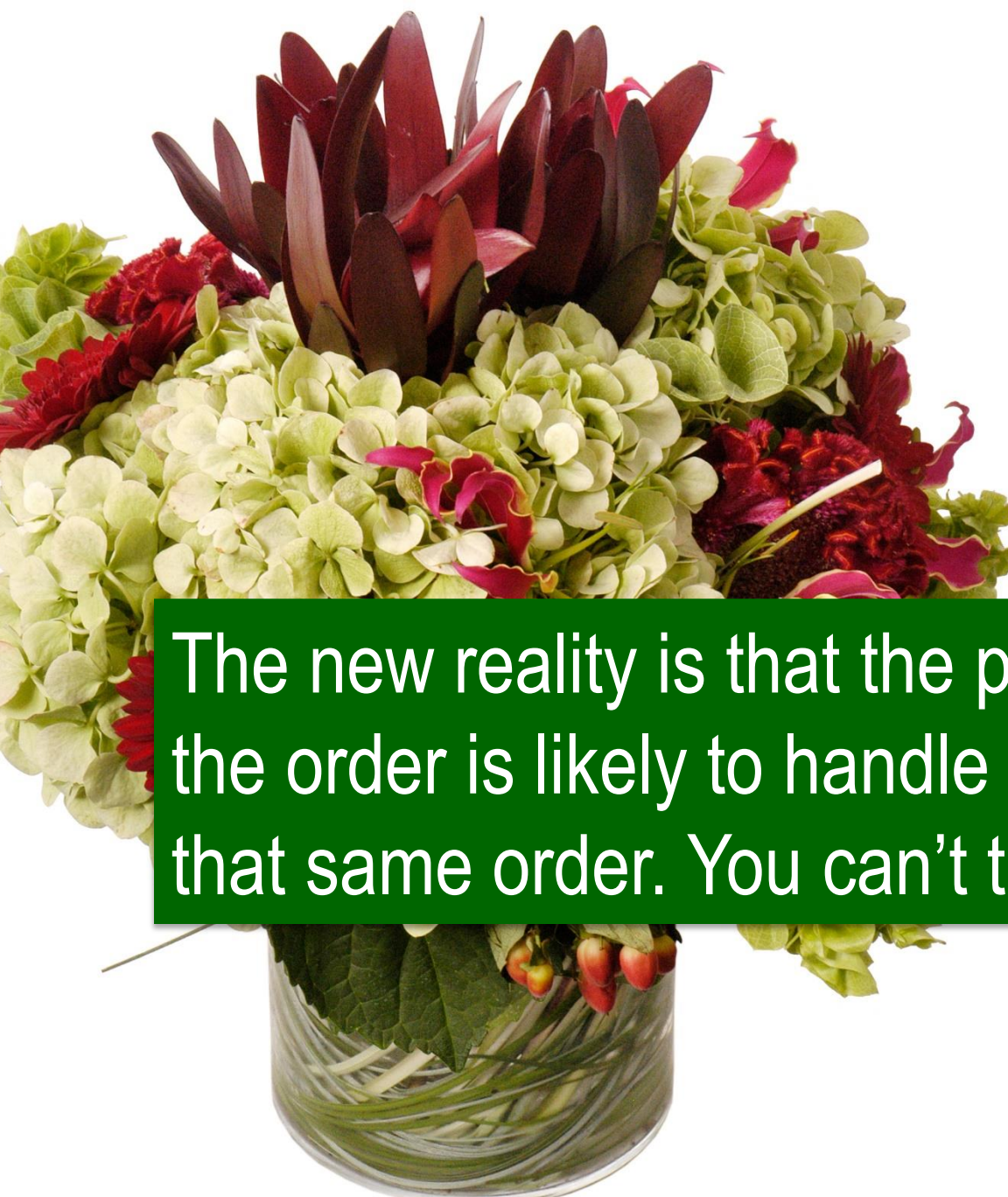
Customer Service is just another form of sales, requiring: patience, good listening skills and attention to detail!





Welcome complaints since they are simply constructive criticism that will help you to run the store better!



A bouquet of flowers in a clear glass vase. The bouquet includes large green hydrangeas, red carnations, and dark red leaves. The vase is partially filled with water and has some greenery and red berries visible inside.

The new reality is that the person who filled the order is likely to handle a complaint on that same order. You can't take it personally!





Customers remember the resolution.
They forget the problem!



A large, lush bouquet of flowers, including white and pink roses and hydrangeas, is arranged in a terracotta pot. The bouquet is the central focus on the left side of the slide.

If you don't treat customers well they can
– and will – retaliate not just with their wallet
but with their keyboard!





*fresh
thinking*

Customers are not going to stop buying flowers over one bad experience. If you don't settle the issue well, you'll lose their business to your competitors!





What is CUSTOMER SERVICE?



Part of Speech: noun

Definition: assistance and other resources that a company provides to the people who buy or use its products or services





The Golden Rule is best guideline:
Do unto others as they would have them
do unto you!





Courteous treatment will make a customer a walking advertisement.

JC Penney





Handle INCOMPLETE
ORDERS the Easy way



CONFIRM the details





Empathize with the customer





Take ownership





Step 4

Offer a resolution





Follow up!





The BIG QUESTION:
Pick Up? Replace?
Refund?



Should you **pick up** the arrangement?

What are you going to do with it?





Should you **replace** the arrangement?

Be careful not to repeat the mistake!





Should you **refund** the arrangement?

Why not combine a refund and a store credit?





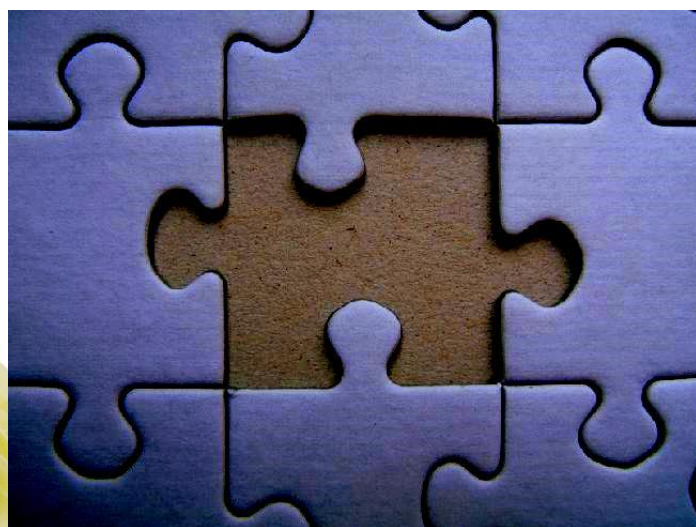
FIVE most common complaints and responses



I think it was poor value / too small

**Review the SIZE with the customer.
Then follow the 5 Steps**





My order is missing...

Offer to send the missing item AND a G C





My order does not match the photo

Discover what does not match and offer a replacement.





The order I sent out of town was frightening

Follow the 5 Steps THEN call the filling shop





You made a mistake on my order

APOLOGIZE. Follow the 5 Steps.





Better
Customer Service
EVERY DAY



**UPGRADE
YOUR PHONE
AND
IN-STORE
GREETING**





**COMMENT
ON THE CARD
MESSAGE**





**OFFER
RELEVANT
SUGGESTIONS**





**DON'T BE
AFRAID TO
SELL HIGH**





**GET AN
EMAIL
ADDRESS
FROM EVERY
CUSTOMER**





**TRY TO
SOLICIT
FUTURE
ORDERS**







*The
End*

Questions?

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