

Climbing The Customer Service Pyramid

“The average American business **loses 15% of its customer base each year.”**

~ US News and World Report

- **68% of customers leave because of poor or indifferent service**
- **14% leave because of an unsatisfactorily resolved complaint**
- **9% leave because of price**
- **5% go elsewhere based on a recommendation**
- **1% die**

Which means...

82% leave because of a
customer service issue!

“If you can stop 5% of your customers from leaving you, you can increase your bottom-line profit by 25% to 95%.”



**Harvard
Business
Review**



**Love Your
Customers...
The Money
Will Follow**

The Customer Service Pyramid



Where do you start?
At the BOTTOM.

WWWMCW

Q: What's one word that describes your customer service philosophy?

www.menti.com Code: 21 22 96

Your **policies are a direct reflection of your **philosophy**.**



Policies

Philosophy

Customer Friendly (Or Unfriendly) Policies

Store Hours

WINTER STORE HOURS

JANUARY & FEBRUARY

Monday	closed
Tuesday	11:30 - 2
Wednesday	closed
Thursday	11:30 - 2
Friday	11:30 - 5:30
Saturday	11:30 - 5:30
Sunday	closed

*Gift Certificates
available here !*

WINTER STORE HOURS

JANUARY & FEBRUARY

Monday	closed
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Sunday	closed

MARCH

Bitch about the economy ruining my business.

APRIL

Going Out of Business Sale!

MAY

File Bankruptcy

Sorry, WE ARE

CLOSED

DUE TO

SHORT STAFF

Hire taller

STAFF CAUSE

I need A

taco!

Customer Friendly (Or Unfriendly) Policies

Payment Methods

ATTENTION CUSTOMERS >
WE DO NOT ACCEPT \$100 BILLS.

DEBIT CARD has NO MIN.
CREDIT CARD MIN is \$10.



WE
ACCEPT



PLEASE PRESENT YOUR ID FOR A CREDIT PURCHASE OF \$20 OR MORE.

< ATTENTION CUSTOMERS >
ALL SALES ARE FINAL
NO RETURN
NO EXCHANGE

DAISHI JAPAN





**We accept cash, checks that don't bounce,
all credit cards, euros, colombian pesos,
kroners, british pounds and margaritas.**



**Hungry but no money? Wash some dishes,
sweep and whatnot and we'll hook you up.**

Customer Friendly (Or Unfriendly) Policies

Returns

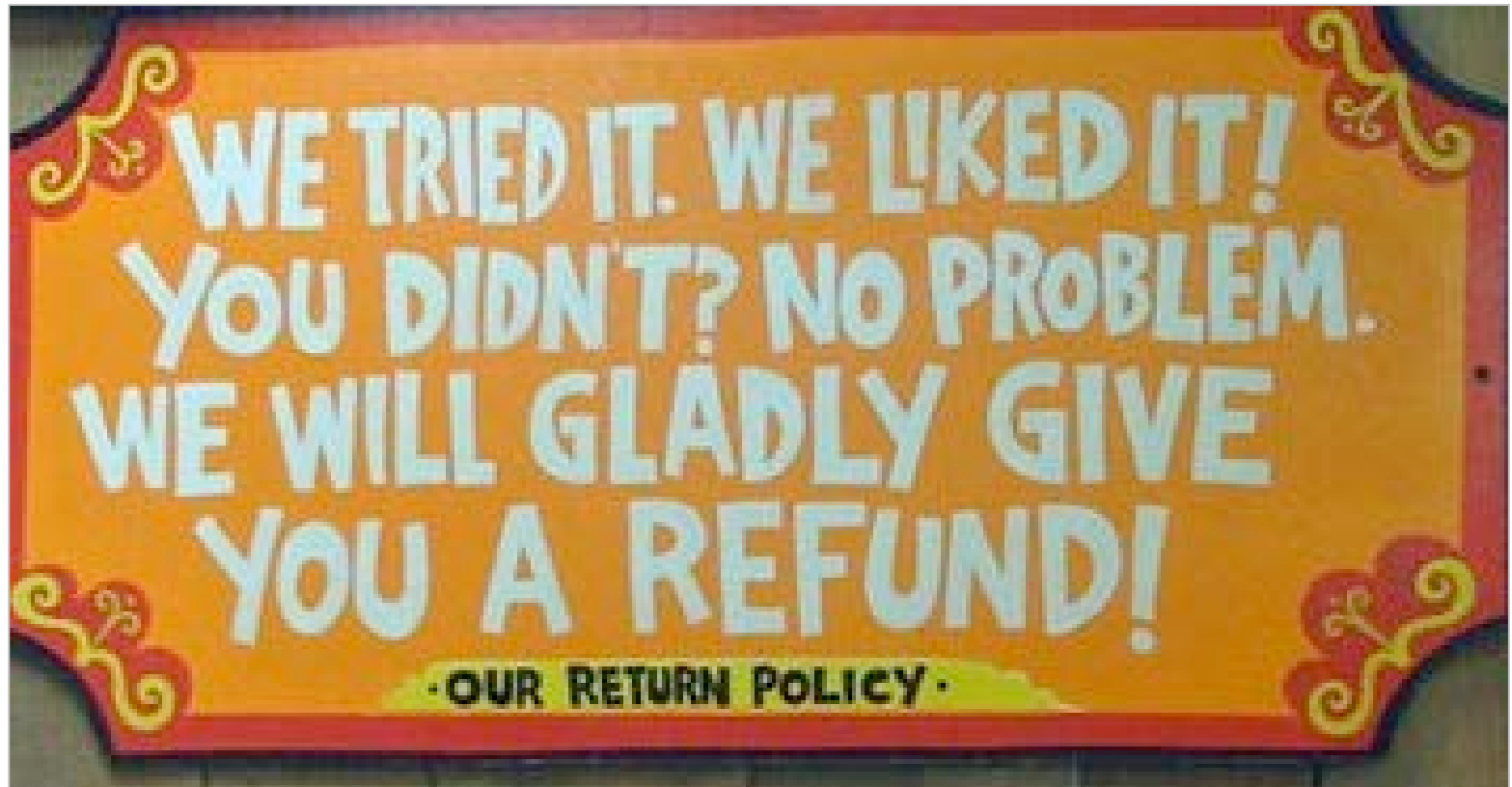
NO RETURNS

NO EXCHANGES

NO REFUNDS

(EVEN IF YOU HAVE BOUGHT THE WRONG ONE BY MISTAKE)

MacCulloch and Wallis



**Don't Nickel And Dime
Your Customers!**

Customer Friendly (Or Unfriendly) Policies

Bathrooms

ATTENTION

**Toilet
ONLY**
for
**DISABLED
ELDERLY
PREGNANT
CHILDREN**

THANK YOU for shopping with us!!!

RESTROOM

**FOR
CUSTOMERS
ONLY**

PLEASE HELP KEEP IT CLEAN



1.00 PER PERSON
If you ARE NOT
Making a Purchase
from us.

Customer Friendly (Or Unfriendly) Policies

General Attitude

STORE RULES:

1. IF YOU ARE CRAZY,
STAY OUT!
2. IF YOU PLAN ON
ASKING FOR A DISCOUNT;
REFER TO RULE #1.
3. PLEASE DO NOT FART
INSIDE STORE.

No Food
No Drinks
No Smoking

IF YOU HAVE
A SHITTY
ATTITUDE,
WE CHARGE MORE

DO NOT USE THE
REFLECTION
OFF THIS GLASS TO
CHECK YOURSELF OUT.

THANK YOU.



WE HAVE
QUARTERS

AND
MAPS

AND
DIRECTIONS



“Never let an incident create a customer unfriendly policy that punishes the many for the bad behavior of the few.”

- Bob Negen

Customer Friendly (Or Unfriendly) Policies

Handling Complaints

**“Thank
You.”**



“What would you like me to do?”



Your **employees are the direct connection with your customer.**



Staff

Policies

Philosophy

The Right Fit



Hire attitude.

Train skills.

Properly Trained

Selling Skills

Product Knowledge

Process & Procedure

Live The Culture

Inspired and Led by YOU!



Your **store** is the space where
the **magic** happens.



Operational Excellence



WOW!

Store

Staff

Policies

Philosophy

What do you do to
WOW
your customers?

Theater Tickets for Best Customers

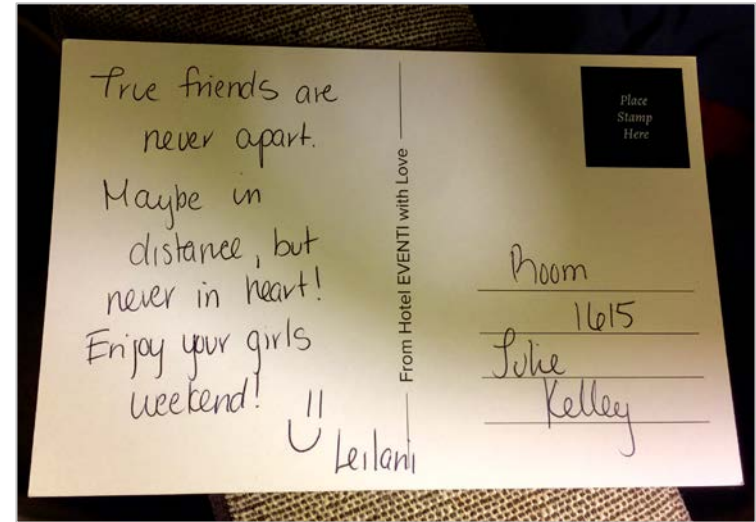


Peter Mohr
Shoetopia, Waterloo, ON

Send Champagne and Cupcakes



Stacey Pecor
Olive and Bette's, NYC



Thank You Bouquet



“We worked a deal with a local florist - \$35 for a beautiful bouquet including delivery. We get an immediate reaction - EVERYONE posts it on social media and tags Skirt !

They can't believe that it is just a straight-up gift - no strings. No one sends flowers any more... The flowers have real impact.”

Maureen Doron
Skirt, Philadelphia

Thank You “BombBomb” Video Email

Bob Negen
Retail Expert

CONTACT

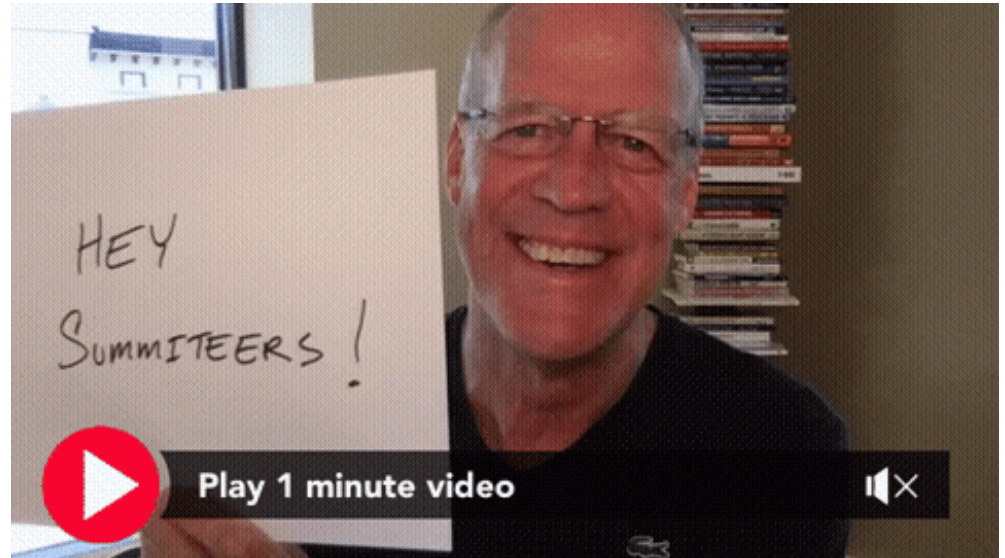
6168424237

Play 1 minute video

Click to play this video.

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REPLY WITH VIDEO



The Customer Service Pyramid





RETAIL MASTERY SYSTEM

www.RetailMasterySystem.com

Q&A