

Swan Creek Candle Co. Outlet Stores Customer Service Guide



*Surprise each and every Customer with
uncommon courtesy, each and every day.*

The Number One Reason customers return (or never come back) to a business, other than location, is the quality of service they receive. Lets make sure each and every one of our customers wants to come back! Each aspect of customer service is vital. All Retail Employees are expected to follow this guide.

Greeting-With a Smile!

Say hello! How are you? This is the easiest thing we can do to make customers feel comfortable as they come through the door. A natural greeting makes you approachable for questions and comments. Every customer should be greeted ASAP. New customers should be introduced briefly to the company, the store layout, antiques downstairs, glassware and collectibles up, candle bar, coffee bar, and **especially where the great buys are.**

Introduce Yourself!

I'm _____, Let me know if you need anything, have any questions. Leave your self open to the customer.

Where Is...

When a customer is looking for something, take them to it, pick it up, get it down, do whatever is necessary and hand it to them. Never point, or expect a customer to get or move something for him or herself

Explain the products, Aromatherapy Candles are made with essential plant derived oils; Premium candles are made with Premium synthetic fragrance oils. Tell them about our smokeless Soy-based vegetable wax. Hand them an aromatherapy chart, tell them how to spot the difference between our vegetable wax and our paraffin candles. Tell them the prices, what we have on sale in a comparable product, what's new in a product line, how things are organized.

Where Is... is your chance to shine and make yourself the one the customer trusts and wants to deal with.

When the item is decided upon, ask the customer if they would like it taken to the counter for them, or if they would like a basket to carry with them.

If you cant get out from behind the register to help a customer immediately, ask someone else to assist them, or verbally direct them to the product and tell them cheerfully you will be over to help in a moment. Again, NEVER POINT to anything! This is not Wal-mart!!

We Fill Containers

The customer is looking for a candle that fits and we don't have it! But we do! Let the customer know they can drop off their container and we will pour the candle for them with their choice of wax.

You Had...

If a customer is interested in a product we carried recently and we have run out our other locations may have the item. Always offer to call the other stores to check if they have it, and/or call Swanton to see if we will be receiving more of that item from the warehouse. If another store has the item, make reasonable arrangements with the store and customer. The other store can hold the item for a limited period (up to a week,) or if the customer is willing to pay for the item immediately, it will be held until they can pick it up or brought to our store from the other location.

Using the Register (Training Required)

Accuracy Counts! Take the time to be accurate when ringing up a sale. **Tell the customer the prices as you enter them.** Give your full attention to the customer and the items at hand. Nothing undermines customer confidence like a mistake on a bill. Think about how you feel when you are overcharged or made to wait while a salesperson corrects their error. It is sooo annoying!

SwanCreekCandle.Com

A customer who shops with us once a year can shop with us 24 hours a day! All Internet orders ship within 24 hours from our Perrysburg location. Our customer service is top notch and we always send free candles along with the order. The website is great for sending gifts or stocking up on favorite fragrances. Our online selection is limited to candles.

After Care

Ask customers if they would like matches, a business card or an Aromatherapy chart in their bag. Tell them our products are available at swancreekcandle.com. **Our receipts have a 10% discount code on them! Tell customers to hang on to the receipt and use the coupon code when they order online.** Ask them if they would like to enter our weekly drawing.

Thanks So Much, Have a Great Day!

As simple as that.

Of Course...100% Guaranteed

We never question a customer returning merchandise. This is absolute. If a customer is dissatisfied with any product, we replace it, or simply refund the money, no questions asked. Always tell a refund customer we will happily replace a candle with one of comparable value, or exchange any other product for one of the same.

The customer thought enough of us to come back into our store after a negative experience. We owe it to them to make things right!

Telephone Communications

Please answer all Calls-“Thank you for calling Swan Creek Candle, This is _____, May I help you?”

Be as clear as possible when communicating with a customer on the phone. Be as helpful as you would if they were in store. Often this is the first contact a customer has with us, so make a great impression.

Sales calls are common and most are unsolicited. If you know this is a sales call, Pleasantly have the caller identify herself, who they are with and whom they wish to speak to. Take a message, phone number and name, and tell them we will contact them. Do not give out any personal phone numbers or information.

Calling Other Swan Creek Stores

Identify yourself & your store immediately. Always ask if the other person is busy with a customer. If they answer yes, let them go and call back. If another store calls and you are with a customer, let them know and tell them to call you back. This is another thing we all encounter, a salesperson talking on the phone while they are supposedly helping us. Aggravating!

Personal Calls

Please limit personal calls to important situations. We know things come up and you have to get in touch, but please make calls brief.

Dress Code

Customers respond better to nicely dressed sales people. We are after all a key part of the image of the store and the company. **No ripped jeans, no short shorts or micro mini skirts (more than 4 inches above your knees), No cropped or halter-tops. No flip-flops.** Another reason for the length limits, much time on the job is spent bending over to lift boxes, merchandise, climbing up and down ladders, running around! Dress comfortably and conservatively.

Remember, if you are pouring candles, you will probably get some wax on yourself, so don't wear your finest.

Vacation Time/Days Off

Paid vacation is available only to full time employees (employees who consistently work in excess of 30 hours per week and have been designated as full time by the District Manager.) For vacation time accrual and policies, contact Jean Duet at 800-626-4590. To claim vacation time you must submit a specific request to your manager at least 30 days before you plan to take your time off. You must receive approval from your Manager and the District Manager for the dates requested.

Please Note-No Vacation Time will be approved for October, November, or December.

Unpaid Days Off are available. Submit a request for days off to your manager 30 days in advance. Manager approval is required.

Be Yourself!

Customer service is your primary responsibility, the most important part of your job. Be yourself and be confident. You were hired for who you are!