



ReStore

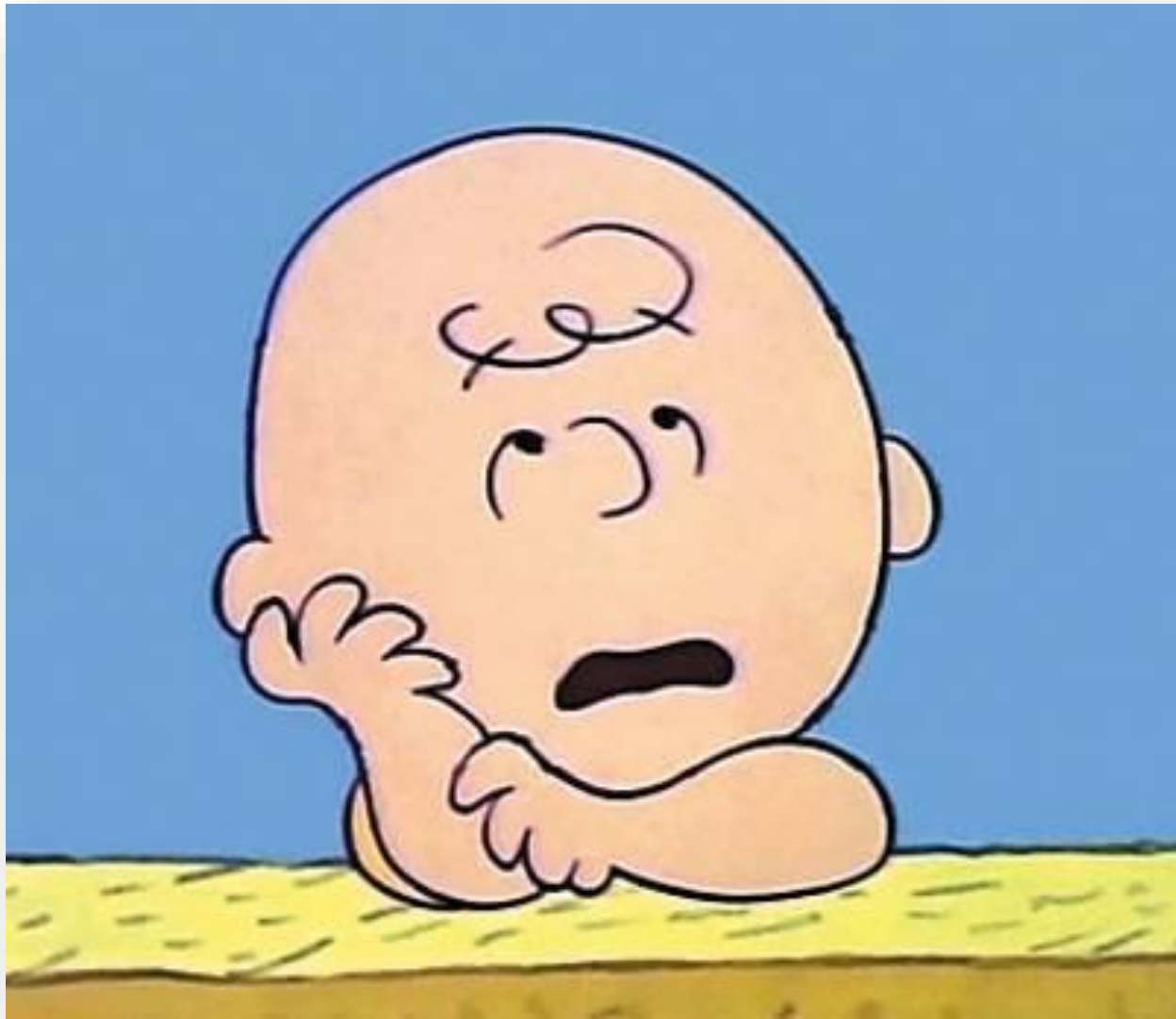
OPEN TO  
PUBLIC

# ReStore Customer Service



ReStore®

We build *strength*, *stability* and *self-reliance* through *shelter*.













# This class...

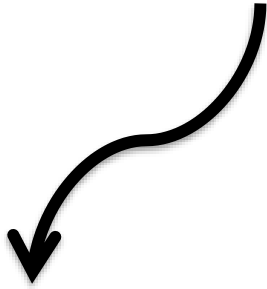
- Develop customer friendly internal systems
- Maintaining a positive store culture for customers
- How to handle customer complaints



ReStore Customer Service

# INTERNAL SYSTEMS

# Systems & Culture



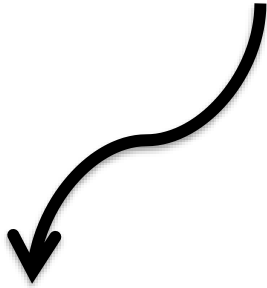
rules and policies  
that we govern  
ourselves by



what people  
actually do



# Systems & Culture





# Wish List



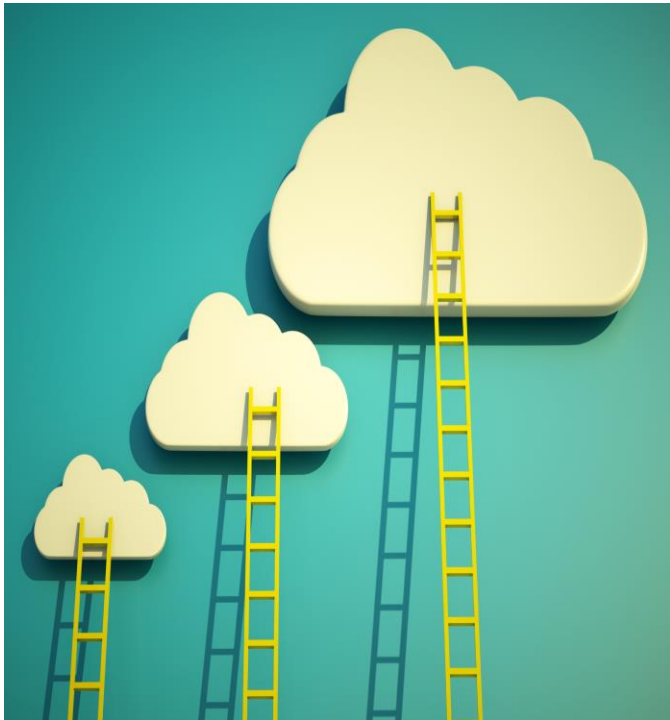
# Systems

Define your expectations

1. What is GOOD customer service?
2. What do your customers expect?



## Levels of Service



- Basic service  
*is disappointing*
- Expected service  
*is nothing special*
- Desired service  
*is what they prefer*
- Surprising service  
*makes them come back*

— Ron Kaufman, *UP! Your Service*

# Why do we need empathy?

80 percent of companies believe they deliver superior customer experience, yet only 8 percent of their customers agree. It's not about *our* perception of the service we are giving them, it's about theirs.

— “Brandtrust” Consulting & Research

# Define Your Expectations



Habitat  
for Humanity®

ReStore®

## ReStore Customer Service

### Activity

Define the customer service expectations for your Habitat ReStore.

	BASIC	EXPECTED	DESIRED	SURPRISING
SHOPPERS	<input type="checkbox"/> Shoppers are answered politely but no additional help offered.	<input type="checkbox"/> Shoppers are greeted and help by available, friendly and knowledgeable staff.	<input type="checkbox"/> Shoppers get help with loading and unloading their cars, and are shown to items by staff who takes time to understand their needs.	<input type="checkbox"/> Shoppers are shown genuine interest by staff and engaged in appropriate interactions based upon their needs and wants.
VOLUNTEERS	<input type="checkbox"/> Volunteers have no assigned tasks, aren't greeted and don't understand the mission.	<input type="checkbox"/> Volunteers are greeted, understand expectations, are treated politely, are respected, aren't overworked and never abandoned.	<input type="checkbox"/> Volunteers work directly with staff who knows their name and are not left with questions about tasks or the organization.	<input type="checkbox"/> Volunteers work with staff who know their interests and who are invested in them as team members.
DONORS	<input type="checkbox"/> Donors wait for call backs, are met with untrained staff and are not shown empathy or a solution when they are disappointed.	<input type="checkbox"/> Donors receive timely call backs and pickups, are met with polite and helpful donation ambassadors, enjoy prompt donation drop off service and are thanked.	<input type="checkbox"/> Donors receive alternative solutions when their items aren't accepted, they have prompt service and the staff gauges their needs while meeting their expectations.	<input type="checkbox"/> Donors are thanked, followed up and are served by team members who anticipate their needs.

Notes:

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**Are there  
other  
systems that  
impact  
customers?**

**Yes!**







**Questions?**



ReStore Customer Service

**STORE CULTURE**

# Culture

- Build a Common Understanding
  - Why is customer service important?
  - Who's right – the customer or employee?



# Culture

- Build a Common Understanding
- Communication





# Communication Basics

## The Elements of Communication

- Word Choice 7%
- Tone of Voice 38%
- Body Language 55%

# Communication Basics Handout




Check your Habitat ReStore for signs of negative language.

The Power of Language		
Avoid	Instead try...	Notes
"Hold please." Or "Please hold."	"May I please put you on hold?" "Would it be okay if I put you on hold for a moment while...?"	We ask – then wait for the answer! Let the caller know why you're putting them on hold and how long that might be.
"Can I help you?" Or "May I help you?"	Saying almost anything that greets the guest and gets them into a conversation. "What can I help you find today?"	The automatic answer to "Can I help you?" is "No, just looking." It's a conversation stopper, not starter.
"They (Habitat)"	"We..."	Saying "they" implies you are not part of the organization.
"I have to..." Or "You have to go to the next door..."	"I'm going to..." "I'd like to..." / "The donation door is right down there, please head that way!"	Why do you have to? Making a conscious choice is far preferable to feeling "forced" or to "making a sacrifice." Help the customer feel taken care of, not ordered around.
"You should..."	Identify your expectations and state it clearly: "Would you please..." "Would you mind..." "Could you..."	"Shoulds" are usually tip-offs that you have unspoken expectations.
"You should look on our website." Or "You have to call a different number."	"The information you're looking for can be found..." / "Thank you for calling and I'm happy to connect you to _____ who handles all our scheduling..."	Customers don't know the inner workings of our organization—nor should they! Fill in details so they understand why you are directing them to another place, person or resource.
No Customers Allowed (sign)	For your safety: Staff and Volunteers Only	Simply turning the negative statement into a positive one is a small, but powerful gesture.
No Negotiating/ No Haggling! (sign)	Prices are firm but markdowns are frequent!	What we want to focus on is our markdown system to encourage great turnover and highlight the great deals that customers can get in our stores.
NO DUMPING! DO NOT leave donations outside! (sign)	We gladly accept donations during our store hours.	We know that if someone comes to your store intending to dump, no sign will deter them. Discarded items outside is part of our industry and the best we can do is to encourage with signage, yet make sure the façade is cleaned daily and looks professional and inviting.
No exchanges! No refunds! No exceptions! Danger! Keep Out! This means YOU! (sign)	All sales are final.	The more simple to read and understand the sign is the more effective it will be. Also, imagine how this reads to someone who might be visiting your store for the first time—not well! Is this really the impression you want to give your customers and staff?

# Culture

- Build a Common Understanding
- Communication
- Model Behavior
- Reward Desired Behavior
- Train them!



A high-angle photograph of two men working in a warehouse. The man on the left is wearing a blue vest with 'Habitat for Humanity ReStore' and 'DONATE. VOLUNTEER.' printed on the back. He is leaning over a wooden pallet, sorting through a large pile of cardboard boxes and wooden planks. The man on the right is wearing a dark jacket and jeans, also leaning over a pallet and sorting through similar materials. The floor is concrete, and the background is filled with more stacks of boxes and pallets.

What if they  
are only here  
for 2 hours?

How much  
damage can  
they really  
do??



What if we  
train them  
and they  
leave?

What if we  
don't... and  
they stay?



Treat your staff  
like they make a  
difference, and  
they will.

— Jim Goodnight

# 3 STEPS TO GREAT SERVICE

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## 3 Steps to Great Service

1. Figure out what the customer wants

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- Engage

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- Be Polite

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2. Get it for them

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- Expected level of service

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- Empathize

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- Be enthusiastic

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3. Do it right

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- Surprise them

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- Keep it up

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# 3 STEPS TO GREAT SERVICE

1. Figure out what the customer wants

Engage (20/20 or 10/4 rule)

Be polite

2. Get it for them

Expected level of service

Empathize

Be enthusiastic

3. Do it right

Surprise them

Keep it up

# 3 STEPS TO GREAT SERVICE



## Activity

Practice training a new volunteer or staff member! Teach the 3 steps to a partner in less than two minutes. Use this script or change the verbiage to make it your own.

Step number one is 'figure out what the customer wants' which means we make eye contact and listen to what they have to say so we know exactly what they want and how we can help. We are also polite which means we smile and use courteous language.

Step number two is 'get it for them' and we do that in a few ways. At this store we greet every shopper within 20 ft or 20 seconds of entering the store, we help with loading and unloading for donors and shoppers, and we're respectful to our fellow ReStore staff and volunteers by being available to help in other departments when we can. If we don't have a product or service that a customer expects that can be disappointing. Because of that, in our ReStore we put forth additional effort to empathize with our customers so we can be understanding and calm in tense situations.

Step number three is 'do it right' which means surprising them with extra attention or service if we have time and only if they want it. We also 'do it right' by making these guidelines consistent so our customers know when they show up at the ReStore they can expect to be treated well.

If you have any questions you can ask anyone around here with a green shirt on, and we want you to have a great time so make sure you get one of us if you feel uncomfortable about a task or a customer interaction. Thanks so much for coming in today and thank you for helping Habitat!

Notes:

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**Your  
turn!**





**Questions?**

# Quick Recap!

- Systems
  - Define expectations
  - Develop accountability tools
  - We'll cover policies later
- Culture
  - Build a Common Understanding
  - Communication
  - Model Behavior
  - Reward Desired Behavior
  - Train them!



# **5 STEPS TO HANDLING COMPLAINTS**

1. Acknowledge the complaint
2. Sincerely apologize
3. Take actions to make things right
4. Thank the customer
5. Document the complaint



**Questions?**



# Next Steps

- What is your store culture? Is your team ready for training? Build your common understanding!
- Set expectations with trainings, meetings, and internal reviews.
- Open a dialogue about conflict and complaints.



# Thank you!

ReStore Support

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