



**THANK  
YOU**



**Customer Service**

**Manual**

**Version 1.0**





## WELCOME TO OUR CUSTOMER SERVICE PROGRAMME!

Where service is not just  
an action but an attitude.



Committed to  
**Quality.**  
Committed to  
**You.**

In this module we will focus on delivering customer satisfaction; the key to our business success and reshaping your view of customer service. The saying that “*attitude determines your altitude*” is absolutely correct, and your attitude to this training module will also determine your success as a Customer Service agent. Let’s embark on this mind-changing journey together.




## ABOUT US

Sol is a licensee of the Esso Brand.

The Esso Brand is an international leader in the distribution and marketing of fuels, lubricants, and bitumen.

When customers fill up with Esso, they can relax knowing that Esso fuels are backed by unique technological expertise and decades of research and development by some of the best scientists from around the world, all working to help them get the most out of every drop.



**Committed  
To Quality,  
Committed  
To You**





Do you think Customer Service is simple and easy? Let's jump right into our fun Customer Service Quiz and see how you do.

- 1) What is your job?**
  - a) Forecourt Attendant
  - b) Cashier
  - c) Office Clerk
  - d) Pleasing the customer
  
- 2) Who is your boss?**
  - a) Your Supervisor
  - b) The Customer
  - c) The Manager
  - d) The Dealer
  
- 3) Who pays your salary?**
  - a) The Manager
  - b) The Station
  - c) The Customer
  - d) The Dealer
  
- 4) How do you stay employed?**
  - a) Selling fuel
  - b) Selling products
  - c) Pleasing the customer
  - d) Turning up for work



- 5) **What is customer service?**
- a) The exchange of money for goods
  - b) Providing the customer with fuel
  - c) Serving the customer in the store
  - d) Satisfying the customer

Well you are right, it's all quite simple: the answer to each and every question is the customer!

The customer is our boss, they pay our wages and salaries - and our job simply put is to satisfy our customers, because that's how we actually stay employed. In the service industry the customer is KING - or QUEEN!





Whatever it is you are doing you will find that there are some **CUSTOMER SERVICE BASICS** (and they really are basic) that will help you to deliver excellent service. When we work and focus on these simple steps, the result will be **SATISFIED CUSTOMERS**.

## **Courteous Conduct**

Most customers simply want the person serving them to be courteous and polite. In customer interactions, you should use phrases such as:

- Good Morning, Good Evening.
- Thank You Sir/Ma'am.
- Is there anything else I can do for you?
- Have a Good Day.



These all help to enhance the customer's experience in our delivery of excellent service.



## A Positive Attitude

The attitude you take in life and on your job is a choice, and is one which will determine your future success or failure. Let's make the right choice!

Customers like positive people, people who see opportunities rather than problems. So what do you SEE?

**A customer comes on to the site and appears to be having a bad attitude, what do you do?**

- Respond to them in the same way they are responding to you.
- Ignore them.
- Remain courteous and carry out your transaction.
- Tell them that their attitude could be better.



## When you are serving a customer

- a) The customer needs to respond to you in a polite and courteous manner.
- b) You respond to them based on their attitude.
- c) You conduct yourself professionally regardless of their attitude.
- d) You treat them in the same manner they treat you.

## Who or what is responsible for your attitude to the situations you face

- a) The attitude of the person talking to you.
- b) The person you are talking to.
- c) You.
- d) The situation.

## When In a difficult situation you need to

- a) Control the other person's behavior.
- b) Make sure the other person knows what they are doing wrong.
- c) Ignore the person.
- d) Control your own behavior.

## Which of the following demonstrate your attitude

- a) Your body language.
- b) Your tone.
- c) Your appearance.
- d) All of the above.

Question 1. (c) Question 2. (c) Question 3. (c)  
Question 4. (d) Question 5. (d)



## Clear Communication Skills

**Non Verbal Communication** – Remember your body says more than you do. Your body language will be interpreted just as well as what you say.

**Be an Active Listener** – Talk less and listen more, that way we understand exactly what the customer is saying.

**Make good eye contact** – People trust other people who can look them squarely in the face. Smile and be confident.

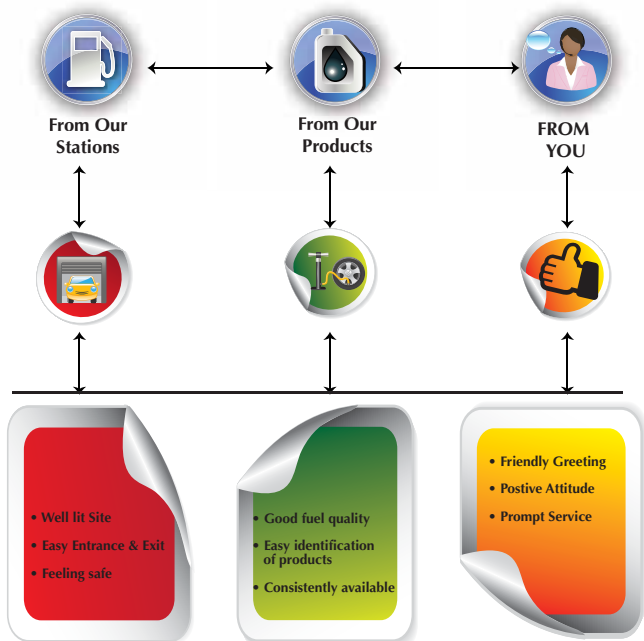
Employ these basic skills and you are on your way to delivering Excellence Customer Service.



## WHAT DO CUSTOMERS REALLY WANT?

We know what we want when we are customers; it follows therefore we should aim to deliver that same standard of service to our own customers. The fact is: they want the same thing we want. Always remember the Golden Rule which states: Do unto others as you would have them do unto you.

Research has shown us exactly what customers want when they come to our stations. This information helps us in achieving customer satisfaction.



Let's take a closer look at some of the things they find important and want from you.



Well-presented Appearance  
 Wear authorized uniform

- Correct uniform pants and shirt with clean black shoes, belt and cap
- Name tag

Pay attention to personal hygiene

Well groomed hair, no excessive jewellery or make-up



- Cooperation with your team mates
- Friendly attitude to customers
- Courtesy, respect and good manners
- Good work attitude



- Acknowledge and greet the customer
- Make good eye contact
- Stand erect
- Deliver prompt service
- Be courteous
- Smile
- Always say thank you and Goodbye





## CUSTOMER SERVICE TIPS FORECOURT

We have found that the following steps assist our customer service attendants in delivering quality customer care with consistent results:



### Be ready for the Client and acknowledge his/her presence

- Make sure the customer sees you
- Guide the customer to an available pump
- Have a professional posture
- Have a positive attitude



### Greet the Customer *Good Day!...*

#### *Welcome to ESSO*

- State your name and Station name
- Be friendly
- Be polite
- Be respectful



### Offer to fill the Tank



### Offer to Clean the Windshield

- Clean windshield while you fill up the tank
- Follow with the other windows whenever possible



### Offer to check under the Hood

- Offer to check under hood for oil and other fluids
- Remember: Do not open hot radiators for everyone's safety



### Offer Promotions and Invite to enter the C-Store

- Offer available promotions
- Invite customer to visit the C-Store



### Complete the Service

- Confirm the total and collect payment
- Count change and reconfirm the amount verbally to customer as you return it to them



### Thank customer

- Thank customer for coming
- Invite customer to come again
- Be sincere and respectful

THANK!  
YOU!

Steps for the C-Store

# 5

## STEPS FOR SALE CLERKS

- 1** WELCOME / GREETING
- 2** PRO-ACTIVE sale of other items or promotions by using up-selling sales techniques
- 3** INFORM customer of total amount and ask for method of payment
- 4** PROVIDE customer with bill and change
- 5** THANK the customer and invite them to come again



**CUSTOMER  
SERVICE  
TIPS - SHOP**

**STEP 1:**

**BE ALERT –**

Standing erect, receive and greet the customer with a smile, holding eye contact.  
*“Welcome To Esso”*

**STEP 2:**

**ASSISTING THE CUSTOMER**

If necessary assist the customer with finding an item in the store.  
Always offer alternative items or promotions using sales techniques.  
*“Have you seen our promotion?”*

**STEP 3:**

**REGISTER THE PRODUCTS**

Register the products in a quick manner. Verify that the monitor is visible to the customer. Offer related products e.g. if they are buying cigarettes offer a lighter. Inform the customer of the total.  
*“Total is \$10.00 Cash or Credit Card?”*  
*“Do you have a Magna Card”? (Barbados Only)*

**STEP 4:**

**RECEIVE PAYMENT FROM CUSTOMER**

Clearly state the total purchase amount; if customer is satisfied, place products into bag, receive payment and then give the customer his/her purchases, invoice and change.

**STEP 5:**

**FAREWELL**

Ask the customer if they need anything else. Smile and thank the customer - give them a verbal farewell, holding eye contact and with a sincere smile.  
*“Thank you for choosing Esso”*  
*“Have a nice day”*  
*“Please come again!”*

**THANK  
YOU**

If you are going to deliver excellent customer service it is important to understand what customers like and what they dislike. Let's take a look.



## What Customers Want

## What Customers Don't Want

A smile and a friendly face

A polite greeting

Eye contact

Your complete attention

Personalized attention

Personnel who have knowledge of the products being sold

Personnel who know the quantity and type of lubricant necessary for their automobile

For you to be aware of the details involving any promotions being offered

A polite farewell e.g. *Thank You for coming and have a nice day*

A bad or aggressive attitude

Personnel eating while working

Personnel distracted doing other things especially if they are in a rush

Personnel who talk too much or move too slowly

Sad, de-motivated, depressed-looking employees

Employees who disrespect or ignore them

Poor personal hygiene

Waiting for a long period of time

## CUSTOMER SERVICE FACTS



First impressions count and you only get ONE chance.



People respect how you look as much as what you have to say.



Customers will spend up to 10% more for the same product with better service.



When customers receive good service they tell 10-12 people on average.



When customers receive poor service they tell upwards of 20 people.



There is an 82% chance customers will repurchase from a company where they were satisfied.



There is a 91% chance that poor service will dissuade a customer from ever going back to a company.



- **I'm busy right now:**

**"I'm busy right now":** It is not easy to juggle customers. You are often helping one customer when another calls or visits your service area. Asking a customer to be patient or politely asking them to wait is very different than putting them off and saying you are too busy to help.

- **Call me back**

**"Call me back":** This expression conveys little interest on the part of the customer relation's employee for the needs and wants of the customer. You should always be the one to call the customer back .

- **That's not my fault:**

**"That's not my fault":** If an angry customer accuses you of creating a problem, rightly or wrongly, the natural reaction is to defend oneself. However, this is not the best course of action. Better to say, "Let's see what we can do about this matter."

- **You Need to Talk to my Supervisor:**

**"You Need to Talk to My Supervisor":** Customers often ask for things outside the scope of your work or authority. While passing off these requests to your manager is a tempting option, it is better if you attempt to solve the problem yourself or directly go to the supervisor yourself and get a solution.

- **You Want it by When?:**

**"You Want it by When?":** Customers often make unrealistic demands, especially when it comes to time. However, the best approach is to hold off on displaying a negative attitude and making a poor impression.



• **No:**

**“No”:** Everyone hates the word “no”. It is de-motivating and discouraging. There are times when you will have to say “no,” but focus on what you can do for the customer (accentuate the positive) and not the negatives of the situation.

• **I don't know:**

**“I don't know”:** Good service means never saying, “I don't know.” When a customer hears “I don't know,” they hear, “I don't feel like finding the information you need.”

• **That's not my job**

**“That's not my job”** When a customer asks you to do something that you do not know how to do or do not have the authority to do, lead the customer to the relevant person who can help.

• **You're right – that is bad.**

**“You're right – that is bad”.** If a customer expresses annoyance or frustration, do not make it worse.

• **Calm down:**

**“Calm down”:** When customers are upset or angry let them vent (within reason) and they will eventually calm down. Telling them to “calm down” is belittling, and often serves only to infuriate them further.



Wrong Approach



REMINDERS FOR POLITE AND FRIENDLY RESPONSES



Polite & Friendly Alternative Approach

"I don't know."

"I'll find out."

"No."

"What I can do is..."

"That's not my job."

"Let me find the right person who can help you with ..."

"You're right – this is bad."

"I understand your frustrations."

"That's not my fault."

"Let's see what we can do about this."

"You want it by when?"

"I'll try my best."

"Calm down."

"I'm sorry."

"I'm busy right now."

"I'll be with you in just a moment."

"Call me back."

"I will call you back, what is your telephone number."



## *Communicating with the Unsatisfied Customer – DON'T THINK DIFFICULT CUSTOMER THINK UNSATISFIED CUSTOMER*

**Listen:** It is of primary importance when dealing with an unsatisfied or complaining customer to listen attentively to his/her complaint, gripe, frustration or grievance. Be patient, attentive, and friendly.

**Express you are sorry:** “We are sorry for this mistake/problem.”

“We are terribly sorry for this inconvenience.”

“How can we work to solve this matter together?”

“I can imagine how frustrated you are.”

**Do not argue and do not interrupt:**

This will only worsen the situation, especially if the customer is angry. Let him/her speak before you try to discuss with him/her what has happened.

**Do not lose your self-control:**

Stay relaxed; the customer will calm down if you remain calm.

**Point out facts:** Listen carefully and write everything down if necessary for referring to details later. Do not make any comments until the customer is finished talking.



**Suggest Solutions:** If you can suggest a solution, do so. If not, then tell the customer what actions you will take and what actions will follow as a result. Never make the mistake of promising something you are **not** able to do.

**Involve the customer in problem solving:** Offer the customer alternative solutions, if they exist. Customers sometimes appreciate being given the opportunity to choose the ways of problem solving.

**Give the customer a “way back”:** Sometimes customers are wrong. You should let them leave with dignity, without feeling embarrassed.

**Do not question the customer’s correctness:** From the very beginning you should believe that the customer may be right. Always be open minded toward the customer’s opinion and make them feel they deserve to be listened to.

We have covered quite a bit of information in this module and we encourage you to refer to this manual from time to time. Developing Customer Service skills is a journey, not a destination. With the right attitude and assistance from your Supervisor, and Site Manager you are well on your way to satisfying our customers.

Let’s start right now with your very next customer. Good Luck!



