



# **Delivering Exceptional Customer Service**

Strategies for Excellence

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The background of the slide is a photograph of a contemporary clothing boutique. It features several metal clothing racks with a variety of garments, including sweaters, shirts, and dresses in colors like white, orange, and blue. A prominent white sweater in the foreground has a dark tag that reads 'SPECIAL OFFER'. In the background, a green sign with the word 'NEW' is visible. The store has a clean, minimalist aesthetic with wooden display platforms and bright, even lighting.

**01** Greet Customers

**02** Educate Customers

**03** Find Creative Solutions

**04** Build a Connection

“Excellent customer service is about providing customers with relevant and timely assistance—to help them solve their problems and meet their needs and expectations.”

– **Shopify**

# 58%

of consumers say that excellent  
customer service influenced their  
decision to buy.



# 01 | Greet Customers

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# Greet Customers



## Maintain

a positive  
attitude



## Create

a unique  
greeting



A woman with curly hair, wearing a blue blazer, is smiling and holding a pink sweater for a customer. The customer, a woman with long dark hair wearing a yellow sweater, is looking at the sweater. They are in a modern clothing store with racks of clothes, shelves with accessories, and a bright, clean environment. A semi-transparent white box with text is overlaid on the image.

**“The right attitude changes negative customer experiences into positive customer experiences”**

**—Flavio Martins**

VP of Operations and Customer Service at DigiCert



# **02 | Educate Customers**

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# Be knowledgeable on the products you sell.

- Ask for product knowledge guides
- Get familiar with the products and bestsellers
- Pay close attention to body language



# FAB Formula



## Features

are characteristics or components of a product.

## Advantages

refer to what the features can do.

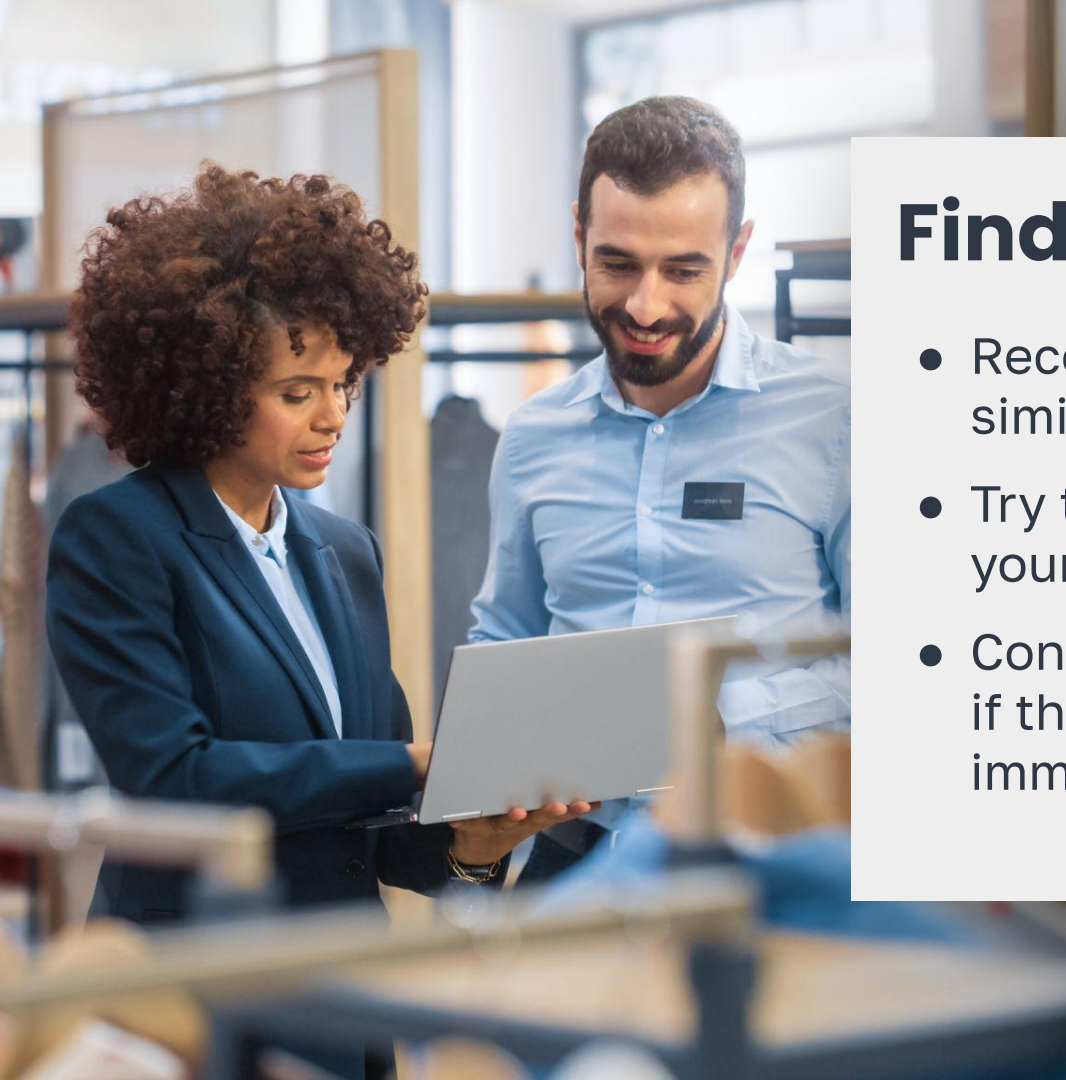
## Benefits

are what the customer can get from the product and features.



# **03 | Find Creative Solutions**

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## Find creative solutions

- Recommend an alternative but similar item.
- Try to find the stock at one of your other stores.
- Contact the brand to them to see if they have extra stock for immediate delivery



# **04 | Build a Connection**

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# Build a Connection




- Connecting with shoppers is a great way to build relationships.
- Be observant when you're chatting with or ringing up customer orders at the checkout counter.
- Look for commonalities so you can find a way to connect with people.



# Recap

- Greet customers with a positive attitude and a unique greeting.
- Be knowledgeable about the products you sell by sharing the features, advantages and benefits.
- Find creative solutions by listening to customers and empathizing with them.
- Build a connection with customers by being observant and looking for commonalities.



Every interaction is a chance to create a positive experience, provide exceptional service, and build lasting relationships.