



Better Sales

- ▶ Offering appropriate price points
- ▶ Making expert suggestions
- ▶ Offering appropriate upgrades (online shoppers in particular)
- ▶ Suggesting Finishing Touches

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Better Service

- ▶ Managing expectations
- ▶ Reframing web selections

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Who should handle complaints?

If an associate can take a \$100 order...
 ...he/she should be able to take a \$100 complaint.

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Key's for making sure every associate can handle complaints

- ▶ Policies
- ▶ Preferences
- ▶ Procedures
- ▶ Practice

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5 steps for handling complaints

- ▶ **EMPATHIZE with the customer**
 - ▶ First, let them be heard
 - ▶ Second, empathize
 - ▶ WITHOUT throwing any of your team under the bus
 - ▶ WITHOUT admitting fault
 - ▶ Third, assure them you're going to take care of them

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5 steps for handling complaints

- ▶ **CONFIRM the details**
 - ▶ Resist the urge to assume they've got it all right
 - ▶ Research the order
 - ▶ "I'm going to take care of this for you, but first let me pull up the order and see if I can see what happened."

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5 steps for handling complaints

- ▶ **TAKE OWNERSHIP of the error**
 - ▶ Don't fault the customer
 - ▶ Don't turn on your team
 - ▶ Still an opportunity to BUILD UP your brand

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5 steps for handling complaints

- ▶ **OFFER A RESOLUTION**
 - ▶ **BE THE EXPERT:**
 - ▶ don't wait for them to tell you what they want
 - ▶ "Here's what I would like to do to make this up to you..."

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5 steps for handling complaints

- ▶ **FOLLOW UP**
 - ▶ Offer to speak with recipient when appropriate
 - ▶ Call the customer to let them know a replacement has been delivered
 - ▶ Send a note or message when appropriate

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5 most common complaints

- ▶ **POOR VALUE/TOO SMALL**
 - ▶ Reframe the size
 - ▶ "I hope the associate explained that this is one of our small arrangements, perfect for..."
 - ▶ Offer to send an upgraded replacement
 - ▶ "We'll send out a replacement and as a courtesy include some extra flowers for a fuller look..."

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5 most common complaints

- ▶ **MY ORDER IS MISSING _____**
 - ▶ Apologize for the error
 - ▶ Send out the missing item
 - ▶ Tell customer you'll apologize to recipient when appropriate

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5 most common complaints

- ▶ **MY ORDER DOES NOT LOOK LIKE THE PICTURE**
 - ▶ **WHOLE WORKSHOP** in itself
 - ▶ **BEST LINE:**
 - ▶ "Help me understand what's disappointing to you..."

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5 most common complaints

- ▶ **THE ORDER I SENT OUT OF TOWN WAS NOT WHAT I WANTED**
 - ▶ “Help me understand...”
 - ▶ Research
 - ▶ Rectify
(may have to be more hands on with replacement)

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5 most common complaints

- ▶ **YOU MADE A MISTAKE ON MY ORDER**
 - ▶ ??

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Handling complaints through Social Media

- ▶ Be engaging and responsive
- ▶ Redirect conversations to private forum
- ▶ Don't be afraid to ask for a new review/rating once the situation is rectified
- ▶ Remember the real “audience” for your public response is NOT THIS customer, but FUTURE customers

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