

***CUSTOMER SATISFACTION,
CASHIER EXCELLENCE
AND IMAGE***



Customer Service vs. Customer Satisfaction

Is it the same thing?

Definitions:

Customer Service is a measure of the activities designed to deliver a product or service to meet the expectations of the customer.

Customer Satisfaction is a measure of how products and services supplied by a company surpass the expectations of the customer.

Why Customers Choose A Convenience Store

- Store location
- Friendliness of employees
- Consistency of price
- Store product offering
- Consistent quality of products
- Store Brand

**50% of Convenience Store Customers Switch
Between 2 or 3 Stores**



Customer Image Expectations and Your Store

What Customers Notice

- Store Exterior (Building, Driveway, Islands, Canopy and Lighting)
- Store Interior (Merchandise, Coolers, Floors, Windows and Lighting)
- Cleanliness of the Restroom
- Selection and Quality of Food Items
- Employee Hospitality

Hallmarks of Cashier Excellence

The Basics

- Know your job responsibilities
- Teamwork
- Maintaining a professional image
- Possess good interpersonal skills
- Committed to excellent customer service
- Always make safety a priority.

Hallmarks of Cashier Excellence

Customer Expectations

- Make eye contact
- Give a friendly and sincere greeting
- Smile
- Provide service quickly
- Sincerely say “thank you”

Hallmarks of Cashier Excellence

How You Can Differentiate Your Store From Competitors

- Know your customers and sincerely greet them.
- Always have a professional image and appearance- 1st impression.
- Be positive!- Your attitude makes the difference.
- Be alert to the customers reaction and behavior.

Hallmarks of Cashier Excellence

How You Can Differentiate Your Store From Competitors

- Use “smart” suggestive selling- do your customers a favor.
- If you sense there is a problem, take responsibility to determine what it is and correct it before the customer leaves.
- Always create a positive lasting impression for the customer- provide a sincere and personal “Thank You”.
- Be consistent on every customer visit.



THE IMPORTANCE OF CUSTOMER SATISFACTION, CASHIER EXCELLENCE AND IMAGE

- It costs 6 times more to get a new customer than to retain existing ones.
- A dissatisfied customer tells, on average, 10 people.
- Of those customers that do not return, 68% do so because of the attitude of indifference of an employee.

Make the Difference

***Always Surpass the Expectations
of Your Customers!***



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