



SMCo Thrift

**NATIONAL TRAINING
CONFERENCE**

spring 2021

Customer Service

A customer is the most important visitor on our premises, he is not dependent on us. **We are dependent on him.** He is not an interruption in our work. **He is the purpose** of it. He is not an outsider in our business. **He is part of it.** We are not doing him a favor by serving him. **He is doing us a favor** by giving us an opportunity to do so. ~ *Unknown*



Where? Who? When? Why?

Customer service is not a department, it's everyone's job. ~ Anonymous

Where? Everywhere.

Who? Donors. Retail Customers. Team Members. Vendors. Volunteers.

When? Always.

Why? The customer's perception is YOUR reality. ~ Kate Zabriskie



Like Customer Service...

What

Else

Is

EVERYWHERE????

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GLITTER

Verb - shine with a bright, shimmering reflected light.

Noun- a bright, shimmering reflected light or...

tiny pieces of sparkling material

that are everywhere



*The thing about glitter is if
you have it on you be
prepared to have it on you
forever,
Cause glitter doesn't go away
- unknown*

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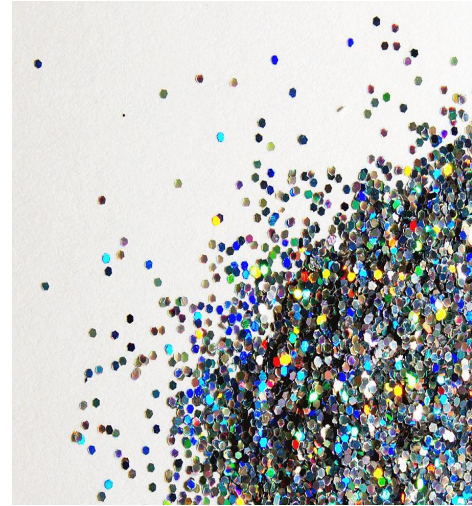
Customer Service is like Glitter

- It is **EVERYWHERE** from the moment you park your car
- Once you have the experience it sticks with you **FOREVER**
- It reminds you of a fantastic time or haunts you for months

Glittery Customer Service

Donation Basics

- Quick greeting
- A smile, eye contact
- Genuine appreciation
- Uniform and professional appearance
- A story to tell and build a relationship



Donation Glitter



- Helping unload the car
- Making small talk and “getting to know” your donors
- Getting them through the line quickly

... what about that gross couch we can't sell?

Glittery Customer Service



Retail Basics

- Welcome when they walk in the door
- A smile, eye contact
- Genuine interest in helping
- Uniform and professional appearance
- A story to tell and build a relationship with

Retail Glitter



- Loading furniture into the car
- Offering to go get a cart
- Merchandising and creating a “Shopping Experience”



... what about our policy and procedure and rules and regulations???

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Glittery Customer Service



**“ Let the customer remember what you did do for them,
not what you could not do”**

- Pam Bittman

Glittery Customer Service

Team Member Basics

- Be friendly and say hello with a smile
- Genuine interest in getting to know each other
- Create an environment of teamwork not competition

Shiny Employees

- Empower your employees
- Take away the fear of failure
- Grow your team, let them be a part of the story



Glittery Customer Service

Team Member Glitter

“Inspirence is an **internal movement** to create a positive atmosphere that manifests through employee loyalty, happiness, and productivity. Before there can be an exceptional, repeatable **Customer Experience** there must be an exceptional, consistent **Inspirence**.”

~ **Inspirence**, authored by Brian Church and Phillip Duncan



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Share the Glitter

- Maintenance contractors
- Mail Carriers
- Any Vendor
- Volunteers

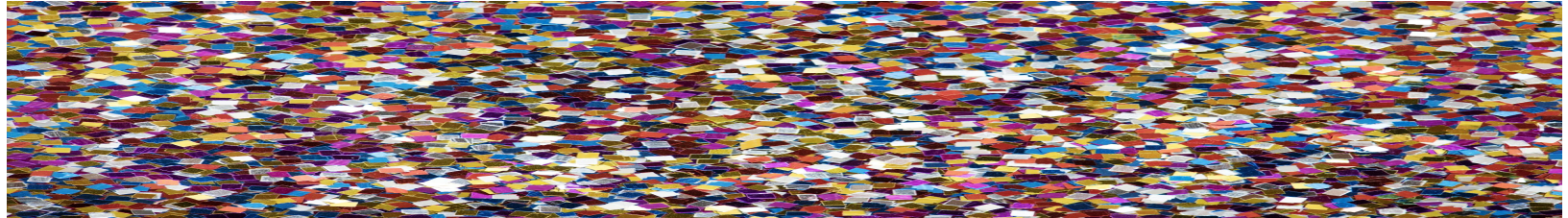




Leaving a lasting Glitter Experience

Goes back to the

Why You Do What You Do?



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What glitter do you want your customers to have as a forever impression??



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