

DRYCLEANING & LAUNDRY INSTITUTE

CUSTOMER SERVICE TRAINING GUIDE



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Note: This information has been sourced from the Drycleaning and Laundry Institute Encyclopedia which covers all aspects of drycleaning and management.

1.0 - ASKING THE RIGHT QUESTIONS: A Checklist Every CSR Should Review



The customer service representative at the counter must be more than a smiling, cheerful person. That person has to be a good detective. A good detective asks the right questions so that one can arrive at a sensible conclusion. The customer service person must ask the right questions in order to determine the best possible method to remove the stains and return the customers' garments to them in a condition as near to new as possible. Before we

can determine what questions we should ask our customer, perhaps the customer service person should ask him or herself some questions.

The following are questions that the customer service representative can use to determine how to best serve the customer, and by doing so, also serve the employer. Some of these questions may not apply to every plant or store, nor will they apply to every customer-counter person encounter. These questions should be used as a guide to ascertain how to ensure that the customer will be properly served. By asking the right questions we can eliminate or minimize the possibility of creating an unhappy or dissatisfied customer.

WHY DO I WANT TO BE A CUSTOMER SERVICE REPRESENTATIVE?

- The job is full of variety.
- I enjoy meeting a diverse mix of people.
- I enjoy discovering the array of customers' garments.
- I like learning about the range of stains and what we can remove.
- I like helping the customer in a variety of ways to maintain his or her wardrobe.

DO I LIKE TO MEET PEOPLE...

- And make their day a little better?
- And enrich their day by remembering their name and their clothes?

AM I A NEAT PERSON?

- Is my counter neat?
- Is the floor behind and in front of the counter clean?
- Are the windows clean?
- Do I treat my place of work as my home away from home?
- Would I be pleased to walk into my store if I were a customer?
- Are all the tags, invoices, pens, and pencils in their proper place?

HAVE THE POSTERS AND SIGNS BEEN KEPT UP TO DATE?

- What solvent do we clean with?
- Do we "wet clean"?
- Are shirts completed in the same time span as drycleaning?
- Do I know which garments or items cannot be drycleaned or wet cleaned?
- Is there an extra charge for "Special or Same Day Service"?
- Is there an extra charge for "Boxed Shirts"?



DID I COMPLETE THE FOLLOWING WHEN ACCEPTING CUSTOMERS' GARMENTS?

- Did I look the customer in the eye and greet her in such a way that she knows she is welcome?
- Did I inspect and examine the customer's garments with him/her?
- Did I check to see that all the fancy buttons were intact?
- Did I check for open seams or repairs that were needed?
- Did I check if all the zippers worked properly?
- Have all the pockets been emptied and pulled out?
- Have all the linings been patted to be sure nothing has fallen to the bottom?
- If anything of value was discovered, did I tag it and save it properly for the customer?
- Have I left anything in the garment that may damage a load?
- Did I get a phone number to contact the customer if necessary?
- Did I remember to call the customer by name?

WHEN COMPLETING THE INVOICE, DID I REMEMBER TO...

- List all the garments?
- Describe all the garments as to type, color, and fabric?
- Denote on a flag tag any stains, water repellency, repairs, or alterations?
- Tag for regular or express service?
- List any belts that may be in the order?
- Affix the identification tag in the proper place on the garment?
- Use the proper tag for the tagging system we are using?
- Sort the clothes properly for wetcleaning, drycleaning, and laundered shirts?

WHILE COMPLETING THE INVOICE WITH THE CUSTOMER, DID I REMEMBER TO SELL ANY ADDITIONAL SERVICES?

- Did I inform him/her what we offer?
- Did I tell him/her of the special offer we are running?
- Did I tell the customer when their order would be ready?
- Did I separate the alterations/repair on a different invoice?
- Did I place the shirts on a separate invoice?
- Did I remember to emphasize our quality?

IF A CUSTOMER CAME IN WITH A COMPLAINT:

- Did I try to calm him/her?
- Did I let the customer tell the story without Interruption?
- Did I sympathize with the customer?
- Did I try to relax the customer?
- Did I thank the customer for bringing the problem to our attention?



IF THE PHONE RINGS WHILE THERE IS A CUSTOMER IN THE STORE:

- Do I know how to excuse myself or do I just go and answer the phone?
- Do I answer the phone in a proper and helpful manner?
- When answering the phone, do I identify myself and the cleaner I work for?

WHEN SPEAKING WITH THE CUSTOMER:

- Do I use industry jargon?
- What would spotter mean to the average person? One who spots clothes! Try stain removal technician instead.
- What does steam gun mean? Sounds pretty violent!
- When receiving garments, do I tell the customer how plant personnel are going to protect their garments by net bagging delicate garments, removing buttons, and protecting trim and buttons?
- Did I ask the customer if we should offer any other services that we do not already offer?

WHEN MEETING THE CUSTOMER:

- Do I feel confident in my work?
- Do I feel on top of my job?
- Do I present a neat and well-dressed appearance?
- Do I follow through on everything I promised the customer?
- Am I dependable in my work ethic?
- Am I able to work alone?
- Do I take all the proper safety precautions?
- Do I properly file the finished inventory?
- When filing the finished inventory did I inspect the order to make certain that it was complete and properly assembled and bagged?

HOW DID YOU DO?

While individual situations may vary, these questions are a good reference guide that every CSR should review periodically. As the counter person, in the eyes of the customer, you are the face of your store.