

# Customer Journey Walkthrough



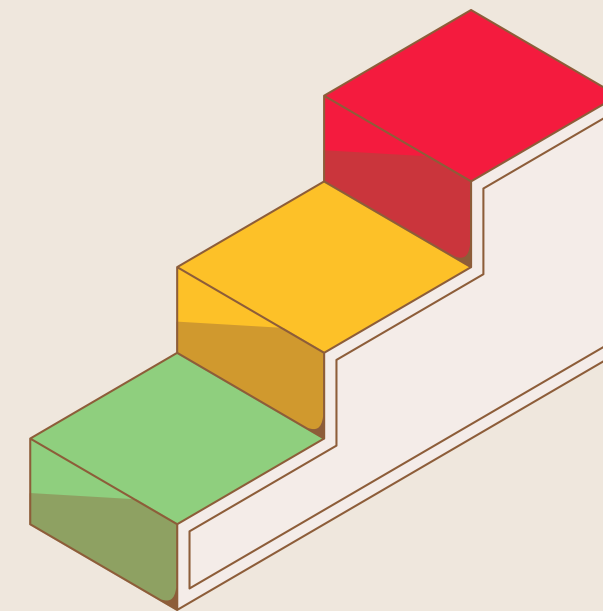
# Customer journey walkthrough is a 4-step process

Make the customer feel  
welcome instantly

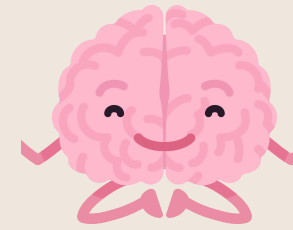
Understand the needs and  
guide the customer

Make the shopping  
experience tailored

End on a positive,  
professional note



# Dealing with Complaints



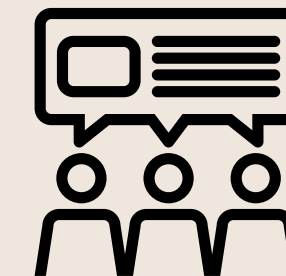
**Stay calm and listen fully**  
**Do not interrupt**



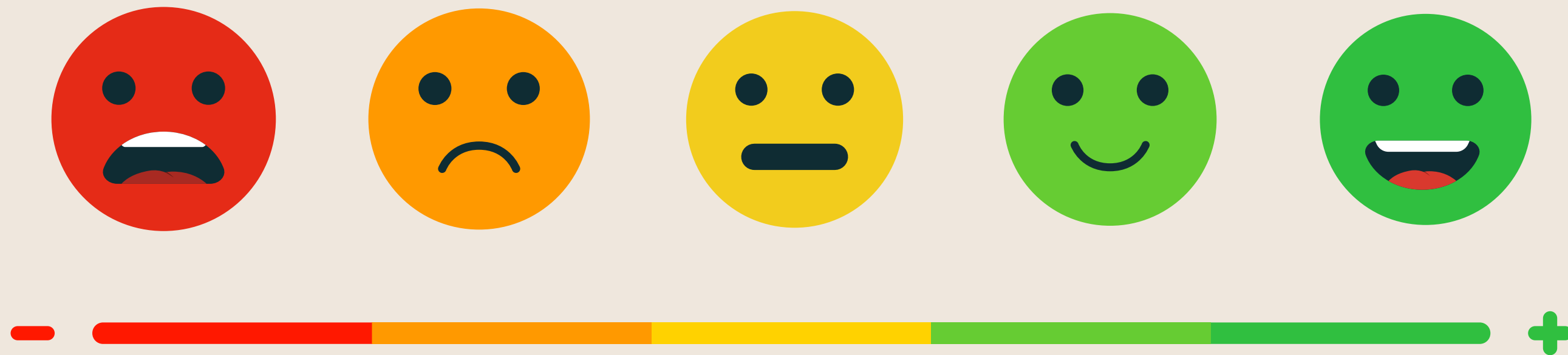
**Show Empathy and find a solution together**



**Take Ownership and be solution focused**



**Follow through**



*A bad experience handled well can turn a frustrated customer into a loyal one*



# Upselling



- Understand the product range and how items complement each other.
- Recommend items that match or complete the customer's current selection.
- Highlight features or benefits relevant to the customer's needs.
- Create outfit combinations to show versatility and style.
- Use phrases like “customers also love this with...” instead of direct sales language.
- Time your suggestions—don't interrupt or overwhelm.
- Mention promotions or bundles when relevant.
- Avoid sounding pushy—focus on being helpful.

- Ask open-ended questions to learn about the customer's preferences.
- Pay attention to their body language, tone, and fashion style.
- Reference previous visits or past purchases if they're a returning customer.
- Make suggestions based on their purpose (e.g., event, work, vacation).
- Compliment choices sincerely to build confidence and rapport.
- Offer styling advice (e.g., how to layer or accessorize).
- Tailor your language and energy to match the customer's vibe.
- Treat every customer as unique, not just another sale.

# Personalization



# Consistency



***Consistency means delivering the same high standard of service to every customer, every time, no matter the situation.***



Which part of the journey allows you to build the strongest emotional connection with the customer?

The greeting

The engagement and styling support

The checkout

None of the above

Submit

● Loading...



**What's the ideal time frame to greet a customer after they enter the store?**

Within 30 seconds

Within 10 seconds

Only if they approach you

After they start browsing

Submit

● Loading...

**Why is it important to ask open-ended questions during the shopping experience?**

To fill time

To upsell more items

To understand the customer's needs and preferences

To make small talk

Submit

● Loading...

**Which of the following best supports a smooth transition from browsing to trying on?**

Waiting for the customer to ask

Ignoring fitting room interactions

Offering to start a fitting room and bringing size options

Asking them to hurry

Submit

● Loading...

**What should you always do at checkout to complete the customer journey positively?**

Stay silent

Talk only about promotions

Thank the customer, compliment their purchase, and invite them back

Ask for a tip

Submit

● Loading...

# Certificate of Completion

THIS IS TO CERTIFY THAT

\_\_\_\_\_  
Lorem Ipsum

Has successfully completed the  
**Customer Journey Walkthrough Module**



\_\_\_\_\_  
Institute

\_\_\_\_\_  
Date