

# Home Delivery Referral Program

## Overview

The Home Delivery Referral Program helps drive sales and enhance the customer experience!

- Customers may choose to have their purchases sent to their home, or their location of choice (within delivery limits) for a fee
- Customers are responsible for contacting the carrier and arranging the delivery
  - A vendor contact information flyer is provided
    - Vendors cover an entire state for all TJX banner locations
  - Someone over the age of 18 must be present at the time of delivery
- Service Providers have unified pricing rates that are exclusively to our Customers

## Customer Engagement

Customer Engagement is key to a successful Home Delivery Referral Program. Associates need to have a clear understanding of the program along with the benefits so they can share this helpful information with customers.

The Home Delivery Referral Program is great for customers that:

- Have small vehicles
- Use public transportation
- Are purchasing large items such as furniture, seasonal decor, watersport/wintersport items or holiday trophy/gifting items
- Can't take all items at time of purchase (lots of merchandise, etc.)
- Other: \_\_\_\_\_

How can you kick off a conversation with customers about home delivery?

- "Did you know that we offer a Home Delivery Service to take the hassle out of getting items home?"
- "If you'd like to purchase this item but can't take it home today, our Home Delivery Service might be perfect for you!"
- "Let me tell you about our great Home Delivery Service!"
- "Did you know that all TJX U.S. stores now offer home delivery, including Sierra?"
- Other: \_\_\_\_\_

## Thought Starters for Huddles

**During huddles, quiz your team on the Home Delivery Referral Program to test their knowledge and understanding. Reward right answers with a SOAR Card.**

- What customers should you share the Home Delivery Service with?
  - **Listen for:** Looking at furniture, have lots of merchandise, everyone, etc.
  - **Your Ideas:** \_\_\_\_\_
- What are some of the benefits of the Home Delivery Referral Service?
  - **Listen for:** Solves transportation issues for large items, etc.
  - **Your Ideas:** \_\_\_\_\_
- What merchandise is not available for delivery?
  - **Listen for:** Fine jewelry, non-TJX purchases

**Have Associates share their own tips and ideas for promoting the Home Delivery Referral Program!**