



AllivetTM
Trusted Pet Pharmacy Since 1992



CUSTOMER CARE VALUES AND METHODOLOGY

OUR CULTURE

At Allivet we are committed to providing our customers with an exceptional experience every interaction.

There are times, though, where things don't go as planned and our customers need our assistance. Your job is to make it right, the first time, every time.



OUR CORE VALUES

- The health of our customer's pets is our primary concern
- Make it effortless
- Be proactive
- Make it right, every time

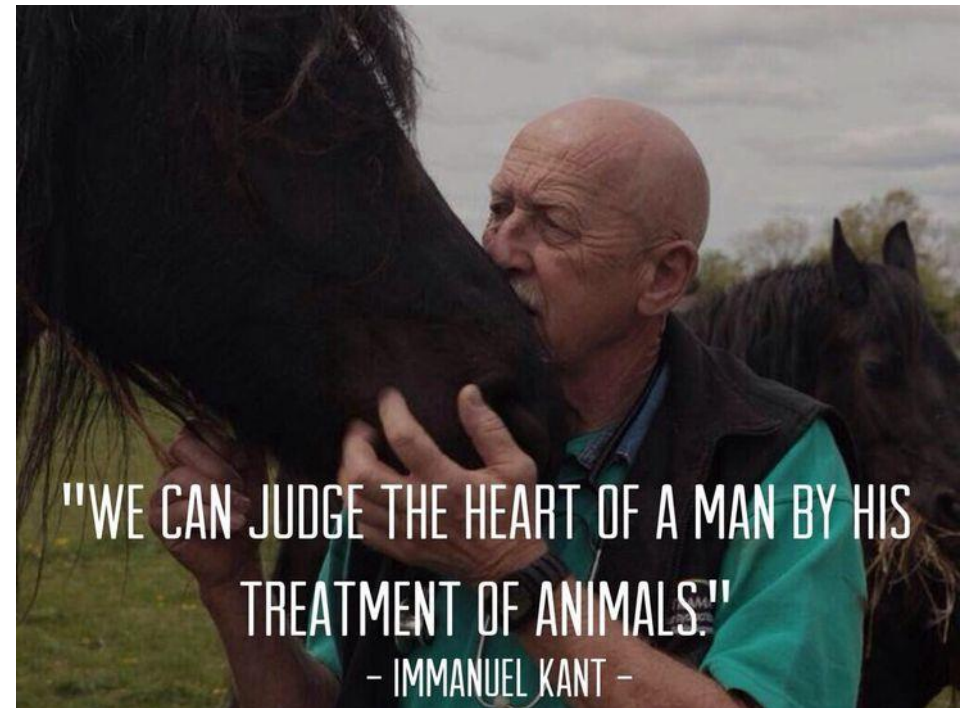


CUSTOMER VALUES

Pet Health

The health of our customer's pets is our primary concern:

- Empathy: These animals are not just pets; they are cherished members of the family.
- Urgency: Always consider the impact to the pet's health when making decisions regarding speed of delivery.
- Pharmacy Guidance: If a client believes there is an issue with the quality or condition of the medicine they received, consult with a member of our pharmacy team



CUSTOMER VALUES

Make it Effortless

The best way to create a loyal customer is to resolve their issues with as little hassle to them as possible.

When a customer presents an issue to you, it is your job to take ownership of it and resolve it quickly and properly.

Part of ownership is to remove obstacles for your customers. You are the expert on Allivet and its processes, put that knowledge to work for your customers!



“WHEN
IT'S REAL,
IT'S
EFFORTLESS”

CUSTOMER VALUES

Be Proactive

Every interaction with a customer involves reacting and responding to a need. It is our job to anticipate any issues before they arise so our customers will not need to contact us again.

- Details: Pay attention to details on notes, prescriptions and other flags on a customer's order that may indicate future issues.
- Communicate: Relay next steps and what actions will be taken to correct any potential issues.
- Follow-up: If an issue cannot be resolved right away, set up a follow up point and make sure to meet the commitment.
- Proactive: One of the best ways alleviate potential issues is to be proactive.
 - Communicate any issues with a customer before they know about it.



CUSTOMER VALUES

Make it Right, Every Time

When dealing with our clients we will be tempted to treat them differently based on how they have treated us or some other emotional judgement.

We must approach every situation with the same goal in mind: Assess what went wrong and do everything we can to remedy it.

- You have the power to fix the issue, it is your responsibility to use it.

This must be done with every contact, every day, without fail!

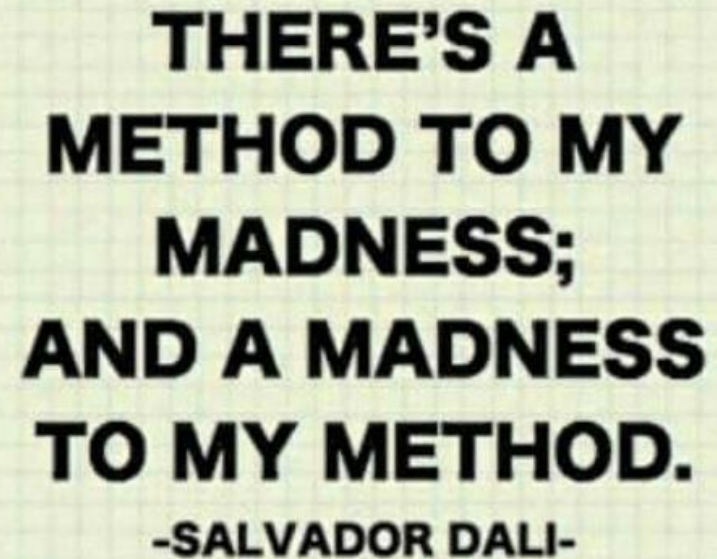


METHODOLOGY

METHODOLOGY

It's just not enough to espouse core values, they must be put into action consistently and equally.

We use the HEART method to resolve our customer's issues. This method is similar that used by many large corporations known for being leaders in customer experience.

A quote by Salvador Dali on a grid background. The text is in bold, black, uppercase letters. The quote is: "THERE'S A METHOD TO MY MADNESS; AND A MADNESS TO MY METHOD." followed by "-SALVADOR DALI-".

**THERE'S A
METHOD TO MY
MADNESS;
AND A MADNESS
TO MY METHOD.
-SALVADOR DALI-**

METHODOLOGY

HEART Method

H₄

Hear the Customer

E₁

Empathize

A₁

Apologize

R₁

Resolve

T₁

Take Ownership

METHODOLOGY

HEART Method

Hear the Customer

The first thing that will happen with every contact is a customer wishing to communicate their issue to you.

- When we are upset, we often just want someone to listen to us.

It is important to let the customer communicate the whole issue to you without interruption. The best way to do this is through active listening.



METHODOLOGY

Active Listening

Active Listening

A communication technique that requires that the listener fully concentrate, understand, respond and then remember what is being said.

Putting it into action:

- Let the customer speak without interruption
- Ask questions to clarify the full scope of the issue
- Restate the issue to the customer in your own words to confirm understanding



QUESTIONS

Asking the right questions is important to get the information you need.

- If the situation is simple, short questions that illicit short answers will work best to get to the root of the matter.
- In more complex situations we should use open ended questions that allow customers to provide a narrative of the issue. Once we have the big picture, we can use closed ended questions to refine our understanding.



QUESTIONS

Closed Ended Question

Examples of closed ended questions:

- When did you fax your prescription?
- Is the medicine meant for Rocky or Fluffy?
- Was there any damage to the package?
- How much does your pet weigh?
- Do you want this shipped overnight?

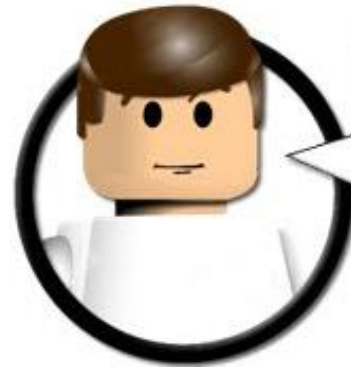


QUESTIONS

Open Ended

Examples of open-ended questions:

- What treatment did the vet recommend for your dog?
- What reaction did Mr. Pickles have to the Vetmedin?
- What can I do to correct this situation for you?



Don't be afraid to ask questions.

METHODOLOGY

Active Listening

Restate the issue

Once you have the necessary information, it is important that you restate the issue to the customer to communicate your full understanding

Avoid parroting the customer's own words whenever possible, it's best done in your own voice.



METHODOLOGY

Empathy

Empathy

Empathy is the ability to understand and share the feelings of others.

To better understand our customer's concerns, we want to put ourselves in their position. Acknowledging how a person feels and sharing concern for their issue is one of the most important things we can do to personalize our service.

This is not to be confused with sympathy which is showing pity or sorrow for others.



METHODOLOGY

Empathy Statements

Expressing Empathy

Simple expressions will let the customer know you understand how they are feeling:

- “I can see why you would be frustrated.”
- “If that happened to me, I would be upset too.”
- “You are absolutely correct, [customer name]
- I am sorry to hear [pet name] passed away, it’s always tough to lose a cherished member of the family.

Empathy may be listed as the second step in this process, but it should be expressed throughout the entire contact!



EXPRESSING EMPATHY

Empathy Tips

- Acknowledge a person and their pets by their respective names
- Smile! It comes through over the phone.
- Use the proper tone and inflection to convey your emotion. Flat and monotone speech will make the customer feel disinterested.
- Most importantly be genuine!



METHODOLOGY

Apologize

Value of an Apology

Acknowledging fault is a powerful way to let customer know they are right and that you understand their perspective. It shows that you have a shared reality with the customer and removes the defensive barriers that tend to exist in these conversations. Overall, it's the first step in conveying ownership on the issue.

****Studies have shown that an apology can be twice as effective as monetary compensation at satisfying customers and keeping their future business. ****



METHODOLOGY

HEART Method

Apologize

Apologies should be sincere and convey understanding of the customers issue.

Apologies should be made in the first person. (I vs. we or they)

You do not always have to agree with everything a customer says but, a minimum, you should acknowledge their feelings on the issue.

- i.e.: I am very sorry that we made you feel that way

We should also communicate what we will do differently to avoid the situation in the future.

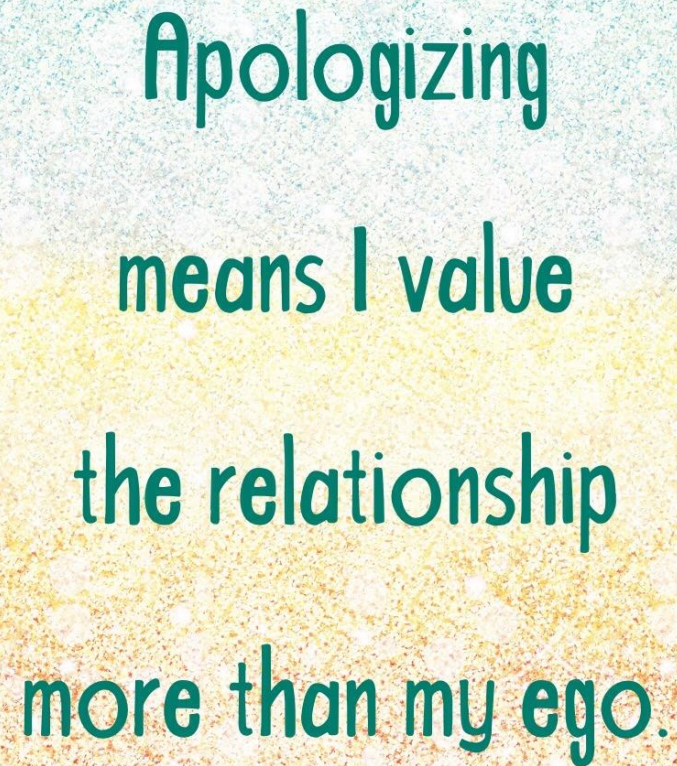


EXPRESSING EMPATHY

How to Apologize

How not to Apologize

- Don't make promises you can't keep
- Don't trivialize or ignore the customer's feelings
- Don't defend yourself by blaming someone else or minimizing the problem.
- Don't over apologize.



Apologizing
means I value
the relationship
more than my ego.

METHODOLOGY

Resolve the Situation

Resolve the Customer's Issue

Now that you understand the situation, you need to respond with the appropriate solution. We need to take the appropriate action to fix the issue and offer the right resolution to satisfy the customer.

- Re-ship
- Refund
- Discount
- Contact vet
- Etc.

If you or your manager are unsure of the correct resolution, ask the customer:

“What can I do to make this right?”

Even if the request is unrealistic it will allow the customer to set their expectations.



METHODOLOGY

HEART Method

Communicating the Resolution

Once you know what needs to be done, you need to communicate your resolution to the customer.

Be clear and concise with what actions you will take. Explain what the next steps will be, communicate potential obstacles and what we will do to resolve them.

By explaining what you are doing you are involving the customer and showing that you intend to make it right. Your actions will help bridge the gap between their current dissatisfaction and where you want them to be.



LISTEN & RESPOND

amy ruthwright.com

METHODOLOGY

HEART Method

Resolution: Taking Action

Actions speak louder than words. Once you have told the customer what you will do, you must ensure that it is done. Instead of putting the customer on hold, communicate with them as you are going through the steps to fix the issue. This will give them comfort in that the issue is being addressed

If you are unable to immediately provide the resolution, advise the customer what the follow up time frame should be.



METHODOLOGY

Taking Ownership

Taking Ownership

The most important aspect of this process is to take ownership of the issue. It is your responsibility to see the resolution through to the end.

- Let the customer know you will be the one to solve their issues
- Keep your commitments to the customer
- Notify them of any changes or setbacks before they reach out to you
- Follow up to make sure the issue was resolved.



METHODOLOGY

ACTION PHRASING

Action Phrasing

These are words that convey ownership and action to the customer. They talk about what you are going to do and what you can do.

They are generally verbs or phrases that frame an action you will personally take in a positive way. We should speak definitively not vaguely.

These almost always include the words “I can” or “I will”

THE POWER
OF WORDS

METHODOLOGY

ACTION PHRASING CONTINUED

Examples of Action Phrases:

- I will be glad to help you with that . . .
- Here is what I can do for you . . .
- I can see how you feel that way . . .
- I understand your concern, here is what I will do to help . . .
- I'm sure I can get that fixed for you . . .

THE POWER
OF WORDS

METHODOLOGY

Pleasantries

Pleasantries

When providing excellent customer service, one cannot overlook the power of simple pleasantries.

- Use a customer's name when appropriate
- Say please when asking a customer to do something or before putting them on hold
- Thank a customer when they give us information or after coming back from a hold.

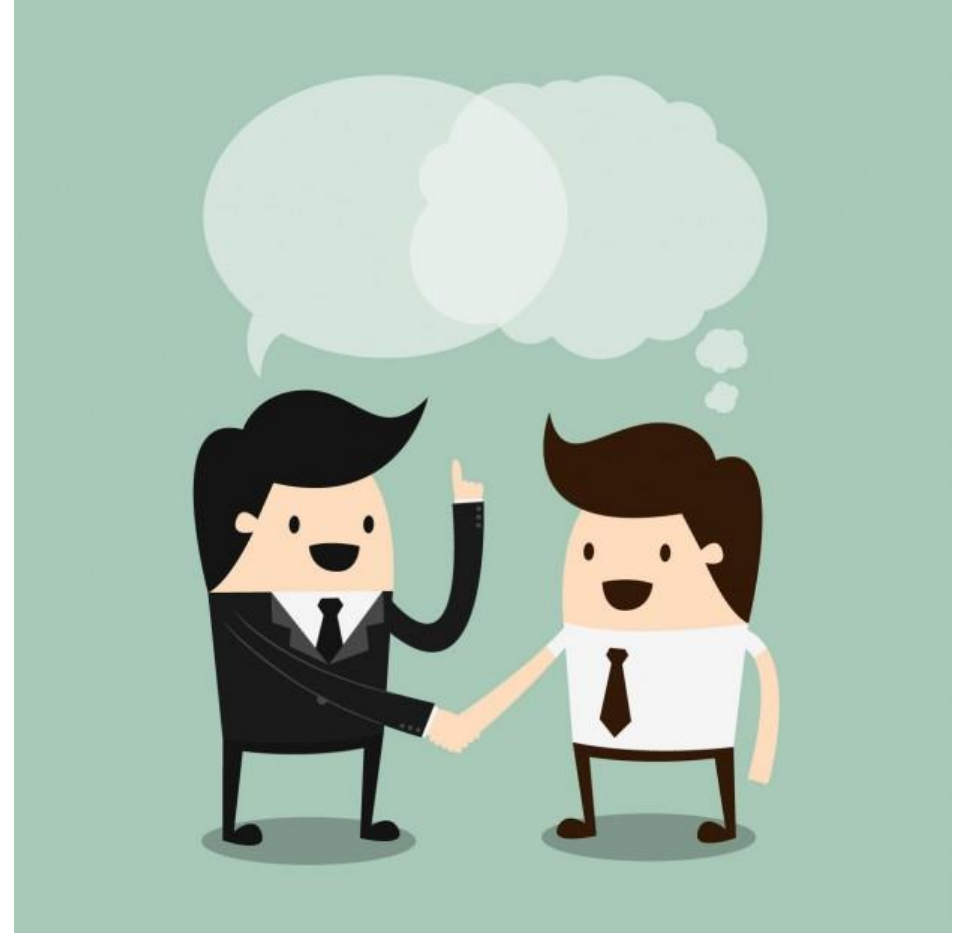


METHODOLOGY

Pleasantries

Examples of Pleasantries

- May I please have your e-mail address?
- May I please place you on a brief hold?
- Hi John, Thank you for holding . . .
- Thank you for [X] information, please allow me a moment to look into this.



METHODOLOGY

PUTTING IT ALL TOGETHER

PUTTING IT ALL INTO ACTION

Now that you have learned our customer service values and methodology it is time to put in into practice!

Roleplay situations with your class mates and instructor to practice these methods until they become second nature.

