



MITSUKOSHI MOTORS PHILIPPINES, INC.		
POLICY AND PROCEDURE		
ITEM TITLE :	CUSTOMER SERVICE	Ref. No.
DEPARTMENT :	OPERATIONS SUPPORT DEPARTMENT	OPS-16-03-1907
TO :	REGIONAL MANAGER, AREA MANAGER AND ALL BRANCH PERSONNEL	

## OBJECTIVE

1. To guide the branch in providing excellent customer service before, during and after sales.
2. To ensure that concerns of the customers are properly handle our customers to make certain the attainment of company's visions or goals.
3. To give customer satisfaction to tell others about their good experiences that they had when with the branch through word of mouth recommendation.

## POLICIES

1. It is the responsibility of the branch to give our customers excellent service that constantly and consistently exceeds their expectation.
2. The branch should always apply the **SPICE** Principles (OPS-16-03-1305) in dealing with customer to push them back to the branch.
  - 2.1. All branch personnel must pass up reasons for customers to stop returning to our retail store:
    - 2.1.1. Quality service issue;
    - 2.1.2. Failure of the branch to meet customer expectations for service excellence;
    - 2.1.3. Attitude of branch personnel, service was rude and unhelpful; and
    - 2.1.4. Lack personal attention.
  - 2.2. Dealing quickly and thoroughly with problems and concerns tend to arouse passion in our customers.
3. Follow the company's rule in customer service.
  - 3.1. Don't make promises unless the branch can keep them.
    - 3.1.1. Offer only to customers something that the branch surely can give and deliver.
    - 3.1.2. Stick to deadline.
      - 3.1.2.1. If a mechanic is expecting to finish his job on the motorcycle at 3'oclock in the afternoon, tell the customer that his/her motorcycle will be ready on 5'oclock, the difference is for time allowance in case of unforeseen concern or problem.
      - 3.1.2.2. Time management skills are necessary in handling customers. We are just borrowing their time and there is a limit for them to stay in the branch; in a hurry to go home after work, to attend to house chore, in a work

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break or has just temporary leave his/her work, etc. They want to spent their time in a branch in an efficient manner.

- 3.1.2.3. When we don't have a solution to the problem of the customer, the best we can do is refer him/her to someone who does. Don't waste time trying to go above and beyond for a customer in an area where we will just end up wasting both of our time.

- 3.1.3. Make sure to turn up promptly on appointments or promised visit to customer; if situation change, inform the customer.

### 3.2. Clear Communication Skills

#### 3.2.1. Listen to our customers.

- 3.2.1.1. Make sure that someone is picking up the phone when someone calls your branch. Phone rings should not exceed three (3) rings before being answered.

- 3.2.1.2. It is exasperating telling our customer what they want or what their problem or concern and then discovering that that we are not paying attention and needs to have it explained again.

- 3.2.1.3. Let our customer talk and show him/her that we are listening by making the appropriate responses, such as suggesting how to solve the problem.  
"Sige po sabihin nyo po ang problema ng motorsiklo nyo... ah ganon po ba..."

- 3.2.1.4. Technique to improve Listening Skill.

- 3.2.1.4.1. Shut up;
- 3.2.1.4.2. Listen with respect;
- 3.2.1.4.3. Become less self-centered;
- 3.2.1.4.4. Check for non-verbal clues;
- 3.2.1.4.5. Hold your fire; and
- 3.2.1.4.6. Don't plan your response while listening.

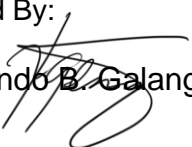
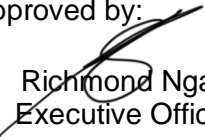
- 3.2.1.5. When it comes to important points that we need to relay clearly to customers, keep it simple and leave nothing to doubt.

#### 3.2.2. Be attentive

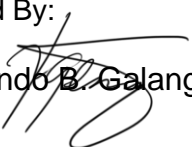
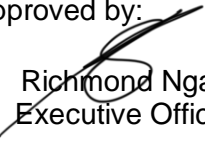
- 3.2.2.1. It is important to pay attention to individual customer interaction by watching the language/terms that the customers use to described their problems and to be mindful and attentive to the feedback that the branch received.

- 3.2.2.2. Look and listen for subtle clues about their current mood, patience level, personality, etc., and we'll go far in keeping our customer interactions positive.



- 3.2.2.3. During the Unit Verification, the customers may not be saying it outright to the field personnel, but perhaps there is a pervasive feeling that branch Pre-Delivery Inspection (PDI) and Customer Orientation aren't laid out correctly.

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- 3.2.2.3.1. Customers aren't likely to say;  
"Hindi ko maintindihan ang pinagsasabi nung babae na nag-release nung motorsiklo ko..."
  - 3.2.2.3.2. ...but the customer may be saying and asking;  
"Kailan po ba ang unang bayad ko at magkano?" or, "Saan at kanino po ako magbabayad ng monthly installment ko?"
  - 3.2.2.3.3. What is our customer telling us without saying it? The PDI and Customer Orientation was not properly done by the Marketing Assistant, thus improvement must be done.
- 3.2.3. Things to remember in communicating with customers:
- 3.2.3.1. Key word; HORNET
    - 3.2.3.1.1. **H**ear them out; use active listening skill;
    - 3.2.3.1.2. **O**pen body language; Smile! Nothing crossed and maintains eye contact;
    - 3.2.3.1.3. **R**elate to the customer's social style; remember READ: Rational, Expressive, Amiable, and Driver;
    - 3.2.3.1.4. **N**ame of the customer must be used; avoid "Sir" or Ma'am", personalize the interaction;
    - 3.2.3.1.5. **E**nsure proper grooming; observe proper personal hygiene and always stay neat and clean; and
    - 3.2.3.1.6. **T**otal customer focus; prioritize over other tasks. Avoid doing anything else during the interaction.
  - 3.2.3.2. Key word; BITS
    - 3.2.3.2.1. **B**e friendly; vary your tone and pacing depending on the situation and lean forward a bit;
    - 3.2.3.2.2. **I**nterrogation style should be avoided; rapid, "machine gun" type of questioning should be avoided. Punctuate the discussion with some emphatic statements like:  
"Ohh, talaga palang gusto nyo ng Jet Power at excited kayo rito...";
    - 3.2.3.2.3. **T**wo types of questions should always be applied; use both open and close-ended questions such as:  
"Sa a uno pwede po bang bumalik ako para kunin ang bayad nyo?"
    - 3.2.3.2.4. **S**how interest; stop things you are doing; nod once in a while and "Thank" the customer for the information provided.
  - 3.2.3.3. Key word; EARS
    - 3.2.3.3.1. **E**ncourage; lean forward or toward a little; and use short phrases to encourage her to talk: "Opo," "Sige po, ano pa po...", "Huwag po kayong mag-alala at aayusin po naming agad...";

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- 3.2.3.3.2. **Affirms feelings**; empathize verbally and non-verbally reflecting the other person's feelings.
- 3.2.3.3.3. **Reflect content**; paraphrase or restate in own words what the customer has told us e.g. "parang ang gusto pong sabihin ay...", "Tama po ba ang pagkakaunawa ko ay..."; and
- 3.2.3.3.4. **Summarize**; from time to time recapitulate key points in the discussion. Be sure to summarize agreements and next steps before ending the conversation
- 3.2.3.4. **Key word; PRICE**
  - 3.2.3.4.1. **Pitch**; mid to low pitch is more pleasing to listen to and conveys a more sincere message;
  - 3.2.3.4.2. **Rate**; how fast or how slow we speak; 180 to 200 words per minute is ideal;
  - 3.2.3.4.3. **Inflection**; putting emphasis where we want it placed; changes in inflection can convey different messages;
  - 3.2.3.4.4. **Clarify**; pronounce words properly; use simple, everyday language; and
  - 3.2.3.4.5. **Emotion**; the attitude or tone projected in our voice; 85% of our verbal communication is based on tone.
- 3.3. **Persuasion Skill**; it is vital skill to communicate in an influential way, to understand how customers think, how to connect with them and how to persuade them.
  - 3.3.1. To have an excellent customer service, branch personnel need to have some knowledge of persuasion so that they can convince interested/prospective customers that the motorcycle product we are offering him/her is right for them.
  - 3.3.2. We can't force the customer to do what they don't want; instead, we persuade them to get what we want.
- 3.4. **Patience, deal with customer's complaint.**
  - 3.4.1. If a customer comes to your branch about a complaint, be very serious about how you handle it. Is the customer upset and angry? First, calm him with words and action and show that you are serious about doing something to correct the problem. Even if it is obvious that he's wrong, sometimes it's better for repeat business to take the loss and compensate the customer.
  - 3.4.2. No one likes hearing complaints, and branches should avoid negative responses such as...  
"Kayo na naman. Ano na naman ang problema nyo?"
  - 3.4.3. **Customer's Complaints**
    - 3.4.3.1. **Errors**; wrong price, or monthly installment, or wrong chassis and/or engine numbers vis-à-vis OR/CRE, or un-posted or wrong posting of payment/s should not happen.
    - 3.4.3.2. **Faulty or damaged unit**; this is usually what 'quality' is seen to be about; and customers, understandably, expect 100 per cent performance in this

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area. That is why, it is very important that the branch must check received motorcycle units from main warehouse.

3.4.3.3. Failure of delivery of products and services on required time or promised date.

3.4.3.3.1. The most important aspect of customer service, in terms of delivery of a product or service, is that it should be available when and where the customer wants it.

3.4.3.3.2. Motorcycle OR/CR and/or motorcycle plate not delivered on promised date.

3.4.3.3.3. Spare parts not available in the branch.

3.4.3.3.4. Absence of the branch mechanic or long queue upon customer visit to the branch.

3.4.3.3.5. Unavailability of brand, model or color desire by the prospective customer.

3.4.3.4. Dissatisfaction

3.4.3.4.1. Product;

3.4.3.4.2. Branch Personnel Service, indifference or attitude; and

3.4.3.4.3. Borderline Situation, customer's request beyond authority.

3.4.3.5. The branch personnel must have the ability to handle surprises; there are some events, incidents and problems that we don't expect.

3.4.3.5.1. Problems and concerns brought by customers are not covered by company's guidelines, Standard Operating Procedures (SOP), System for System (S4S) or policies.

3.4.3.5.2. Absence of authorized company to make the decision.

3.4.3.5.3. Borderline situation beyond authority of the branch.

3.4.3.5.4. Hard-headed or impractical customers.

3.4.3.5.5. Unreasonable request of the customers.

3.4.3.6. Handle the customers' complaints discreetly.

3.4.3.6.1. Do not lose control of your emotions, stay calm and be pleasant;

3.4.3.6.2. Listen carefully and with a close mouth;

3.4.3.6.2.1. Sometimes, it's necessary to zip our lip.

3.4.3.6.2.2. Nod our head occasionally.

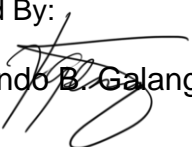
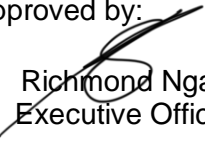
3.4.3.6.2.3. Say "uhh, uhh" from time to time.

3.4.3.6.2.4. Maintain eye contact.

3.4.3.6.3. Try not to form a negative attitude;

3.4.3.6.3.1. See things from his point of view, see yourself in his situation.

3.4.3.6.3.2. Use empathetic phrases.

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- 3.4.3.6.3.3. Remain friendly and pleasant.
- 3.4.3.6.3.4. Be polite but firm, focus on company guidelines, System for System and Standard Operating Procedures and Policies.
- 3.4.3.6.3.5. Always be tolerant no matter how difficult the individual
- 3.4.3.6.4. Always be tolerant no matter how difficult the individual maybe, keep cool.
  - 3.4.3.6.4.1. Have a calming presence; the ability to stay calm and influence others when things get a little hectic.
  - 3.4.3.6.4.2. Avoid impassioned/heated customer to force us to lose our cool.

3.5. Be helpful to our customer even if there's no immediate profit in it.

If our branch mechanic discovered trouble in the motorcycle that our customer is not aware of; bringing it to their attention and resolving it on our own initiative will built their loyalty to us.

Mechanic: "Sir, habang kinakabit ko yung brake pad nyon napansin ko pong wala yung screw ng flaring nyo sa kaliwa."

Customer: "Ganon ba? Paki ayos naman."

Mechanic: "Boss okay na po, inayos ko na po at wala kayong aalahanin, meron naman pong tulnilyo na hindi ko na ginagamit."

Customer: "Magkano naman yun?"

Mechanic: "Naku! Wala po yun, maliit na bagay po yun. Sa amin naman po ay maayos ang motorsiklo nyo pag-alis nyo rito."

Customer: "Salamat!"

Mechanic: "Sir, paalala ko lang po na kailangan nyo nang pagpa-change oil next month. Kailan po ang sunod na balik ninyo?"

Customer: "Sa susunod na linggo."

Mechanic: "Sige po hintayin ko po kayo, Salamat po"

Where do we think will the customer go when she/she need a new motorcycle? And how many people do we think our customer told this story to?



3.6. Always be courteous.

3.6.1. Customer perceived themselves to be entitled to courteous treatment.

3.6.2. Careful in selecting collection time. It should not interfere with customer's routine.

3.6.3. At the presence of another guest, refrained from directly stating their purpose, since your presence was tacit, indication that you are collecting.

3.6.4. Most importantly, every branch personnel must have enough information and power to make those small customer-pleasing decisions, so he never has to say, "Hindi ko po alam yun. Balik na lang po kayo wala si manager"

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“Wala po yung manager naming, abat-abat nyo po, hindi ko po alam ang balik nya pero siya lang po ang nakakaalam nung tanong nyo.”

“Ay ganun po ba, hayaan nyo sa susunod aalamin ko yung tamang proseso.”

- 3.7. Product Knowledge; without knowing our products from front-to-back, we won't know how to help customers when they run into problems.

3.7.1. Every branch personnel must have a deep knowledge of how our products works in facing or handling our customers.

- 3.8. Take the extra step.

For instance, if someone walks into our branch and asks about the branch mechanic, don't just say,

“Doon po sa may likod, dumeretso lang kayo at lumiko sa kanan pag-dating sa dulo.”

Lead the customer to our mechanic. Whatever the extra step may be, if we want to provide good customer service, take it. The customer may not say so it to us, but people notices when people make an extra effort and will tell other people.

- 3.9. Throw in something extra.

Additional information on how to use the motorcycle, or a genuine smile, customers love to get more than they thought they were getting. And don't think that a gesture has to be large to be effective. Wiping out the dirt in the motorcycle after regular tune-up is a small thing, but so appreciated.

- 3.10. Closing Ability; this means being able to close with a customer to end the conversation with confirmed satisfaction or as long as we can achieve and with customer feeling that everything has been taken care of or will be taken care of.

3.10.1. The closing ability shows the customer the following;

3.10.1.1. That the branch care in doing it right;

3.10.1.2. That the branch is willing to keep going until we get it right; and

3.10.1.3. That the customer is the one who determine what “right” is.

3.10.2. When the branch get a customer say “Oo, Okay na sa akin!” then we know that the conversation over.

- 3.11. Tenacity; it's a work ethic and a willingness to do what needs to be done to resolve the customer's concern.



3.11.1. Resolving the concern without taking shortcuts;

3.11.2. No passing the buck;

3.11.3. Refused to just do the "status quo" when it came to helping someone out.

3.11.4. Putting in the extra effort and never give our customer lazy service.

- 3.12. Willingness to Learn; this is the main reason why we required branch to submit Quality Concern Report (OPS-16-03-1301) and included questions to know what are the concerns, features to change or improve in our motorcycle products. The information we gathered are necessary to minimize if not totally eliminate customers' dissatisfaction on our products.

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