

MITSUKOSHI MOTORS PHILIPPINES, INC.		
POLICY AND PROCEDURE		
ITEM TITLE :	SPICE PRINCIPLES	Ref. No.
DEPARTMENT :	OPERATIONS SUPPORT DEPARTMENT	OPS-16-03-1402
TO :	ALL BRANCHES/ AREA MANAGER/ REGIONAL MANAGER	

## OBJECTIVE

1. To guide the branch in dealing with the customer.
2. To avoid if not totally eliminate mishandling of customer or errors in handling any customers' transactions, services or needs resulting in their dissatisfaction.

## POLICIES

1. Improper conduct or acts of discourtesy or disrespect to customers will be dealt with in accordance with Company Code of Discipline.
2. In dealing with customer, apply the **SPICE** principles to build customer loyalty; Smile, Prompt, Initiative, Courteous and Efficient;

### S- SMILE

Facial expressions communicate attitude. Smile show a positive attitude. Remember – it takes only 17 muscles to smile than it does to frown which take 47 muscles. Smile can also heard during telephone conversations.

#### S- Space

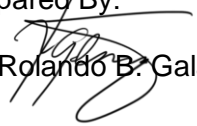
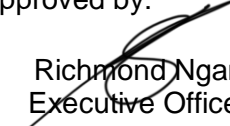
Making the customer feel at ease and comfortable. When inquiring customer has entered the store, smile and greet customer. Ask question to know customer's need or wants. If he/she wants to look around, give him/her space, keep your distance but give full attention on his body language, if the customer looks at your direction, go near him/her. He/she needs your help or want to ask something.

#### M- Manner

The manner by which we deal with our customer should be appropriate at all times; it includes also our language and actions. The behavior of MA is also an important factor, overly aggressive MA drive off some customers and low-key MA enhances product contact.

#### I- Identifying Four (4) Basic Needs and Wants for Customer

1. Need to Feel Welcome Manner- Anyone doing business with you who feel like an outsider will not return. People need to feel you are happy to see them and their business is important to you.
2. Need to be Understood- Those who select your service need to feel they are communication effectively. This means the messages they send should be interpreted correctly. Emotions or language barriers can get in the way of proper understanding.

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3. Need to Feel Important- Ego and self esteem are powerful human needs. We all like to feel important. Anything you can do to make guest feel special is a step in the right direction.
4. Need for Comfort- Customers need physical comfort; a place to wait, rest, talk, or do business. They also need psychological comfort; the assurance they will be taken care of properly, and the confidence you will meet their needs.

**L- Link-Up**

Look for ways and means to relate with customers by mentioning someone or something common to both of you." Taga Bulacan po ba kayo, ako po ay taga-Baliuag Bulacan, sa may Sto. Cristo". The AC or MA must build or establish rapport.

**E- Enhance**

Lean forward a little; nod once in a while. Use short phrases to encourage him/her to talk, e.g. "Sige po sabihin ninyo", "Ano pa po".

In marketing, the MA's product knowledge will play an important role to ENLIGHTEN the prospective customer about the feature, advantage and strength of the Company's motorcycle products. As an excellent MA, he/she must also know things about competitor's products. The MA must hide or forget negative things and look only for the good things in the Company's products and in contrary, must hide and forget good things and look only for negative things about competitor's products.

**P- PROMPT**

Customer's time is precious and a quick response to their want gives them satisfaction. The time it takes to meet a customer's need is called the LEAD TIME. Clearly, the shorter the lead time, the better the service and the customer is more please with the Company.

**1. Characteristic of Good Lead Time:**

- 1.1. It must be reliable; so as not to mess up customer's schedule;
- 1.2. It should be specific; not next week or next month, give specific date; and
- 1.3. Update the customer about status of the transaction/s, e.g. credit decision, availability of stock, whether MC unit or spare part/s or availability of mechanic.

**2. Availability of Product**

One of 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.

Branch : "Sir Paolo, approve na po yung application nyo para sa Bonus X."

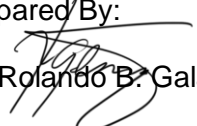
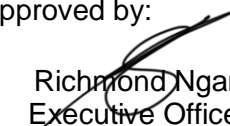
Sir Paolo : "Okay kung ganon, pasyal na lang ako bukas dyan sa branch nyo!"

Branch : "Sorry po Sir Paolo, wala pa po kaming stock na kulay pula na gusto nyo."

In this case, an immediate sale may well be lost. More importantly, long-term sales may also have been lost if the customer is forced to change to another brand, and then decides to stay with that brand.

**I- INITIATIVE**

Whether in sales or in collections, there are things to be done without being told and a delayed reaction is perceived by customer as poor customer service and such may prejudice the interest of the Company.

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Immediately offering a seat upon arrival of the customer, putting an electric fan in front of the customer to make them feel comfortable; giving sincere compliments and feedbacks are things to be done without being told or asked by the customer. These are simple actions that build rapport and goodwill to customers and earned respect for the Company.

## C- COURTESY

The manner we deal with customer should be appropriate at all times, the way we act and the way we speak. The choice of words and dialogue, natural and positive language makes the customers feel respected and important.

We must always use courteous words and emphatic phrases which create friendship, admiration and praises; and avoid antipathy phrases:

### 1. Courteous Words and Emphatic Phrases

- 1.1. "Please" ("Kung maaari po sana")
- 1.2. "I understand" (Naiintindihan ko po kayo)
- 1.3. "Thanks You" (Salamat Po)
- 1.4. "I see what you mean" (Alam ko po ang ibig nyong sabihin")
- 1.5. "I'm sorry about this" (Pasensya na po")
- 1.6. "Opo"

### 2. Antipathy Phrases

- 2.1. "You don't understand....." ("Hindi nyo po naiintindihan")
- 2.2. "You must be confused..." ("Nalilito po yata kayo")
- 2.3. "You're wrong..." ("Mali po kayo diyan")
- 2.4. "There's nothing we can do, that's the Company's policy"  
("Wala po kaming magagawa, iyan po ang patakaran namin")

### 3. Courteous Acts

- 3.1. Listening attentively.
- 3.2. Letting the Customer know you are eager to help.
- 3.3. Giving sincere compliments and feedbacks.
- 3.4. Focus attention; stop other things you are doing.

### 4. Positive and Negative Forms in Greeting and Dealing with Customers

#### 4.1. Non-Verbal

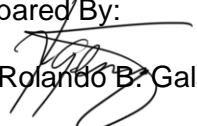
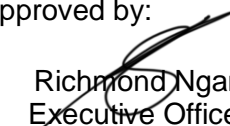
##### 4.1.1. Physical

- 4.1.1.1. Positive stroke; firm handshake, and body posture. A straight body, relaxed posture also communicate positive attitude.
- 4.1.1.2. Negative stroke; soft handshake, pushing customer away, snatching the customer away, mishandling property of the customer and being too familiar with the customer.

##### 4.1.2. Non-Verbal Actions

- 4.1.2.1. Positive stroke; appropriate body language e.g. nodding, frowning in empathy, smiling, eye contact, waving, expressing courtesy, following expected customs at a comfortable distance.
- 4.1.2.2. Negative stroke; inappropriate body language, e.g. ignoring customer, not making eye contact, fiddling with things or fidgeting nervously, long hold times or hanging up on customers, passing the buck and putting feet in a working table and stopping.

4.1.2.2.1. A stopping hand sign may be interpreted as you don't need them.

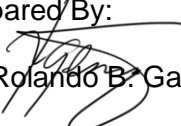
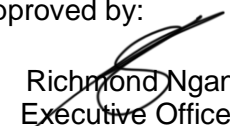
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- 4.1.2.2.2. Body crosses may be interpreted as they are not welcome.
- 4.1.2.2.3. Looking directly at customers let them know they are receiving individual attention.
- 4.2. Verbal
  - 4.2.1. Positive stroke; pleasant and courteous words and greeting, using name, compliments, thanking or praising customers, laughing with customers and using emphatic phrases.
  - 4.2.2. Negative stroke; unpleasant greeting, errors in name, shouting at customers, obscenities and failure to say thanks.
  - 4.2.3. Communicating verbally with the customer
    - 4.2.3.1. Tone of voice
      - 4.2.3.1.1. Positive stroke; convey confidence and interest when speaking to customers.
      - 4.2.3.1.2. Negative stroke; sarcasm, patronizing and disbelieving.
- 4.3. Attitude Towards our Customers
  - 4.3.1. Be alert at all times (spot recognition);
  - 4.3.2. Always keep yourself clean;
  - 4.3.3. Strives for accuracy (know what you are saying);
  - 4.3.4. Helpful and pleasant (entertain);
  - 4.3.5. Efficient (accurate); and
  - 4.3.6. Sincere (be true to yourself).

## E- EFFICIENCY

To be efficient and productive, the branch personnel must be adept to the basic skills or knowledge required of him.

1. Basic Mathematics; the branch must ensure that customer and prospective customer are unduly burden by the mistake of the branch personnel, such as;
  - 1.1. Pricing error, e.g., wrong PNV and Monthly Installment
  - 1.2. Wrong computation of pre-termination amount.
  - 1.3. Wrong outstanding balance due to non-posting or mis-posting of payments.
  - 1.4. Wrong due portion of the account by reason of error in First Due Date (FDD) recognition.
  - 1.5. Wrong addition or subtraction of figures.
2. Product Knowledge
  - 2.1. Branch personnel must not just be knowledgeable about company's motorcycle products but also that of the competitors. Without a firm grasp of product knowledge, Marketing Assistant (MA) will be missing the key to gaining the customers' trust and the ultimate ability to influence their buying decisions. MA's product knowledge can bring our products to life while building the sale to capitalize on a customer's emotional connection with our products. Competence is a MUST in excellent customer service.
  - 2.3. Ability Needed in Product Knowledge
    - 2.3.1. Must be able to describe and define the products and services we provide.
    - 2.3.2. Must be able to project mastery, confidence and competence on his/her knowledge towards the product.
    - 2.3.3. Must be knowledgeable on the common lingua or terms.

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- 2.3.4. Must be able to translate product features into benefits and ultimately make those emotional connections that cause customers to buy.

### 3. Customer Service

3.1. Customer service is the provision of service to customers before, during and after a purchase.

3.2. In today's customer-oriented business environment, the Company believes that "people skills" are critical for our organizational success. How we handle our customers can directly affect Company's visions or goals. Customers are coming back due to better, faster service we are giving them and we are not just giving them the best customer service but "excellent customer service that constantly and consistently exceeds their expectations.

If we're going to consistently exceed customers' expectations, we have to recognize that every aspect of our business has an impact on customer service, not just those aspects of our business that involve face-to-face customer contact.

Improving customer service involves making a commitment to learning what our customers' needs and wants are, and developing action plans that implement customer friendly processes.

### 4. Communication

4.1. Communication is the act or process of using words, sounds, signs, or behaviors to express or exchange information or to express your ideas, thoughts and feelings, to customers or someone else.

#### 4.2. Medium of Communication

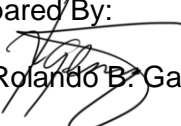
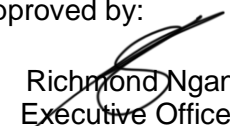
- 4.2.1. Facial;
- 4.2.2. Postural;
- 4.2.3. Verbal, and
- 4.2.4. Written.

#### 4.3. Good Communication

- 4.3.1. Bilingual mastery;
- 4.3.2. Ability to express thoughts;
- 4.3.3. Speak with confidence;
- 4.3.4. Speak with sincerity;
- 4.3.5. Speak with enthusiasm;
- 4.3.6. Speak with simplicity, direct, concise and understandable;
- 4.3.7. Tactful & courteous;
- 4.3.8. Two-way, know when to talk and listen; and
- 4.3.9. Focused on productivity.

#### 4.4. Communication Problems

- 4.4.1. Lack of communication;
- 4.4.2. Miscommunication;
- 4.4.3. Poor communication;
- 4.4.4. No communication at all; and
- 4.4.5. Deliberately ignoring communication received.

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