



CUSTOMER SERVICE CHECKLIST

It's hard to encapsulate customer service into a checklist, especially since it's more of an ongoing mindset than a series of tasks. That being said, this checklist will hopefully get you started thinking like a customer-service minded shop owner.

- ☐ Edit your shop policies (Shop Manager > Sales Channels > Pen Icon > Shop Policies)
 - ☐ Shipping and Processing: Choose accurate times!
 - ☐ Digital Downloads: Etsy will fill this in for you
 - ☐ Payment Options: Choose all that apply
 - ☐ Returns, Exchanges, Cancellations: Remember that customers often feel more secure purchasing from shops that offer these
 - ☐ Privacy Policy: Modify the one Etsy provides for your shop

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- ☐ Write your FAQ (Found under Shop Policies)
 - ☐ Explain your processing/shipping times
 - ☐ Explain your returns and exchanges policy
 - ☐ Tell customers what to do about items that don't arrive/missing items
 - ☐ If you offer special packaging or gift wrapping, tell your customers
 - ☐ Explain how you handle custom orders and personalization (if you do)
 - ☐ Answer questions about materials and sourcing
 - ☐ Explain sizing information and other variations (if necessary)
 - ☐ Answer questions about wholesale options (if you have them)
 - ☐ Tell customers where you donate (if you do)
 - ☐ Answer any other questions you get frequently about your products
- ☐ Write a message to buyers for requesting 5-star reviews (Shop Manager > Settings > Info & Appearance)
- ☐ Find one way to surprise and delight your customers