

6 STEPS TO CUSTOMER MAGIC

Magic that gives each customer that special feeling of shopping in **Pets**



Fine tune your Customer First Focus



- Think of how you complete your tasks. Work in a way that allows you to quickly attend to customers.
- Remember to look up and keep your eyes peeled for any customers who you need to approach.

Make your handovers seamless

- Gather information from your customer.
- Introduce the customer to your colleague, using their name and/pets name if possible.
- Introduce the customer to your colleague, using their name and/pets name if possible.
- Explain the query so the customer doesn't have to.



Turn Goodbye into Greatbye

- Ensure you give them a reason to return to the PCC.
- Consider the services we offer that lend to return visits.
 - Easy-repeat to PCC
 - Water testing
 - Weight checks
 - Follow up advice
- Give the fantastic goodbye we are known for.

Breathing space between your Welcome and your Approach

- Allow the customer through the doors, and welcome them warmly.
- Give them space to breathe and to find where they're going.
- Then approach them and offer them help with an open question.

Have confidence in your recommendations

- Set an action plan to boost your confidence and expertise.
- Uncover the pets' needs and what is most important to the customer.
- Remember the magic of:
 - Own Brand
 - **Pets** Club
 - Our Pets Experience

Provide Magic Moments

It's the little things, only we can do!

- Give a dog a treat
- Get a pet out for cuddles
- Involve families in feeding times
- Display real affection for customers' pets
- Help to carry their shopping to the car
- Remember them on their next visit
- Get them involved in events



Pets