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STEPS TO CUSTOMER MAGIC



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.



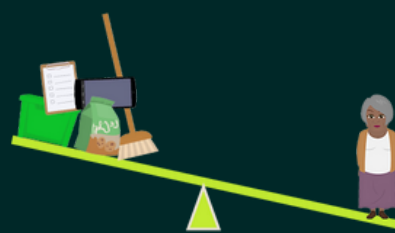
- Then approach them and offer them help with an open question.

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.

Have confidence in your recommendations

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



Make your handovers seamless

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



Pets