

Facilitating Store Complaints

Purpose:

To guide the Customer Care Department phone agents in facilitating store or regional staff follow up with store complaints.

Guidelines:

Complaint Type:	Email Mgr/Region	Email Region Only	Call Mgr or AVP
General	x		
On Manager		x	
Customer at store			x

Facilitating Store Complaints:

Follow the steps below to properly facilitate store complaints.

Note: Agents are required to notify the involved store manager and/or regional staff regarding any customer concern that has occurred at the store.

STEP	ACTION
1	Search for or create a Customer Profile in FSA and edit the Profile adding an asterisk "*" to the Company Name field
2	Update the profile notes with the concern and contact expectation for the Store Manager or Region AVP
3	Copy the Profile Notes of concern and paste them into an email to the Store Manager or AVP using the MGR / AVP template. Also paste these notes into the Call Log
4	Ask the customer for permission to send a follow up email to their email address
5	Verify we have a valid email in Execustar (Store POS) or ask for the customer's email
6	Email the customer and BCC your Assistant Manager/Team Lead the "Store Experience" stationery with subject line "Store Experience" and ask that they reach out to us to ensure the matter has been resolved to their satisfaction. Set the expectation that they will be contacted within 2 business days
Note:	Media Team to follow this Best Practice when complaint is escalated to a Region Office.



Template Stationary:

Please use the template stationary below for your email to the store manager/regional staff:

- **Email sent to customer:**

Subject: Store Experience (store)

Hello **,

Thank you for giving me the opportunity to serve you. I want to ensure that your concerns are addressed and a resolution that meets your expectation is delivered. The ** will contact you within 2 business days. Please save this email containing my contact information. Feel free to reply to this email if for any reason you need further assistance. Likewise, we would love to hear your feedback regarding the outcome by using the survey link below.

We welcome your Feedback!

Thank you for being our customer,

- **Email sent to MGR / AVP:**

Subject: Corporate Customer Care ***ACTION REQUIRED (store#)***

Hello (MGR or AVP Name),

X called today to make us aware of an experience they had at your store (or store number). Notes of our conversation are included below. I apologized for their experience and provided them with the expectation that you will be contacting them to address their concerns within 2 business days. Our ask of you, please reach out to this customer within that timeframe and reply to this email to confirm this has been resolved.

Customer Info:

Name:

Ph. #:

Email Address:

(Include screenshot of FSA notes)

Contact:

Please see an assistant manager or manager with questions.