

## Greeter Role



The Greeter is critical to Phase 1 of the 3 Phase Customer Experience Strategy - Building the Relationship, and ultimately providing an Inviting, Easy, and Safe Experience.

The Intent of the Greeter role is to greet customers upon arrival in the parking lot and use this time to set expectations for the visit by providing them with their options. This also avoids long lines from forming at the sales counter, your salespeople will feel less pressure and have more time to deliver a quality experience for customers calling or transacting in person.

- The Sales Team is also responsible for managing the wait list throughout the day.
- **Be prepared:**
  - Communication between the Sales Team is critical. The Sales Team, qualified Assistant Manager (or above), and manager on duty need to have a direct line of sight to the Greeter. Use of hand-held two-way radios (walkie-talkies) ensures quality communication.
  - The mobility device with wait list management should be available for the Greeter. The wait list should also be open on the desktop, refreshed, and managed at all times throughout the day by the Sales Team.
- **In the morning huddle:**
  - Identify your Sales Team: Greet, Sales Coordinator, 2<sup>nd</sup> Sales Associate, 3<sup>rd</sup> Sales Associate, phone plan, and lunch coverage. **Note:** The Sales Coordinator is last on phones.
  - Identify the manager on duty and assigned Sales Apprentice (or above) who will greet customers if they arrive before the store is open or a spike in demand occurs.
- **When greeting the customer:**
  - Capture only the customer's name, vehicle year, make, model, immediate need, and appointment Y/N; then continue to execute on Phase 1 of CES.  
Additionally, ensure that:
    - BOPIS orders without an appointment receive Next in Bay.
    - BOPIS orders with appointment receive Pit Stop Experience.
- **Before store opens and during spikes in demand**, the assigned Sales Apprentice (or above) will:
  - Begin creating a queue.
  - Capture required information.
  - Set expectations for the visit and provide options.
  - Inform them that a Sales Associate will be with them as soon as possible, in the order they arrived.
  - Let them know where they can wait until a Sales Associate is available to assist them.