**Retailer Newsletter**

**June 1, 2021**

**Tom’s Business “TIPS”**

***“To Improve Profits”***

**RE: Customer Service**

**H1,**

**I realize I write often about Customer Service, or as I usually call it, ‘Great Customer Service’. I often reflect on situations that occurred when I owned my stores and how I would have done some things differently if I thought about the long-range effects of Great Customer Service. I recently found myself in line for a car wash after a week of rain. As you can imagine, the line was long. After a few minutes, I noticed the line stopped. After a 10–15-minute delay, the cashier came to each car in line (approx. 30) and told us they would be down temporarily and hopefully would be up and running in a few minutes. Since I was blocked in front and back and to my side, I decided to wait it out. After 20 minutes went by, cars started to leave, so I had the opportunity to move my car out of the line. As I was about to turn around, a different cashier said she was sorry I had to leave. I asked what the problem was, and she said their payment system was down. I asked, “Could I have paid cash and received a wash?” Her answer was, “Well, I guess so.” She then handed me a $2 off coupon (when purchasing their most expensive wash, NO THANK YOU!) The thought occurred to me as I was driving away, what would have been the harm if they allowed each customer to receive a Free Wash? Sure, they would not have earned any revenue for an hour or so, but think how many happy, satisfied customers would leave with a clean car and a happy shopping experience? The answer is it’s unknown. I often talk during the opening segment of our training sessions and I ask attendees as they introduce themselves, and also tell me the biggest obstacle they face. I often hear the comment, “Too much competition.” Now think back to my car wash experience. If that business continually faces declining business, do they also complain, “Too much competition is hurting our business”? What if that car wash had a customer friendly approach to the days when equipment experienced a delay? Did they go out of their way to accommodate the inconvenienced customer, or did they just send dirty cars away to go elsewhere.**

**I can hear many of you shaking your head and saying out loud, “I don’t have a car wash, how does this affect me?” Well, I’m about to tell you.**

* **Have you ever experienced down time at your pumps when doing a price change that turned into a 10-minute delay? How many customers waited or just left?**
* **Did a customer mention your fountain was out of Coke or Pepsi and you had to run to the back and switch the BIB? Then you had to run the fountain until the air was out of the line.**
* **When was the last time a customer came in your store and said the receipt paper was out at the pump?**
* **A morning customer told you the coffee has run out and you had to brew a fresh pot while the customer waited.**

**Now I’m sure all of these scenarios could or did happen to you at one time or another. How did you compensate the frustrated customer? How long was the delay? What would you do in the same situation? How long would you wait before you left to go elsewhere? And here is the important question, “When you go somewhere else, did you find it a pleasant shopping experience? Do you continue to return to your new found store?” That’s how a business can experience a slow decline in customer traffic and the owner scratches his/her head and wonder, “Where did they go?”**

**Several months ago, I discussed Virtual Recruiting & Hiring. I’m curious to hear from you if you tried it and it worked, or did you try it, and it didn’t work. Please let me know.**

**Please check our website, *‘Safety & Security Tips’* monthly. Some of these tips could save your business or your family from harm.**

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**If your state, county, or city mandate wearing a mask, please, please be sure your staff is wearing one too!**

**I hope you; your staff, and family stay safe and well during these trying times. We are reaching end of this nightmare, finally! 😊**

**Don't be a victim of the 5 Dangerous Words –**

***‘Maybe I’ll Do It Tomorrow’***

**Do it today because tomorrow (~~could be~~) will be too late!**

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***“Our business is making your business better!”***