



CLIENT SERVICE PHILOSOPHY

You and your employees should embrace our mission of providing GREAT service for the customer and pet.

Clients are under tremendous pressure to organize their busy lifestyles. They need to work with a conscientious company that understands their needs and will deliver the right “service” for them.

It is your responsibility to pass this philosophy on to your staff. It is important that all employees have a service-oriented attitude, and that each client experiences our commitment to GREAT service.

SERVICE SUMMARY

The major value we provide our clients is caring, compassionate, professional real people. Therefore, you should provide your clients with knowledgeable, efficient, friendly, and professional services.

You should make sure you and your staff are knowledgeable about the services offered. All telephone calls and correspondence should be handled quickly, efficiently and in a timely and professional manner.

Your employees must always be aware that they are representing the Zoomin Groomin™ brand.

TELEPHONE ETIQUETTE

Anyone who answers the telephone should have a smile on their face, as it is reflected in the voice. The phone should always be answered, “Zoomin Groomin™, (name) speaking. How may help you?”

Remember, we are dealing with our customers BEST FRIEND’s and in some cases their CHILDREN.

Always, always maintain a sense of humor. Emphasize with your clients that we provide our service with care for their loved ones.

In order to capture customers it is recommended that calls be answered live whenever possible otherwise the customer will move on to another company. If you cannot answer them calls should be returned within the hour. Open spots for the present week can be filled with these customer calls.



NOTE: Regular customers should be encouraged to pre-book. They should be organized on a five-to-eight-week schedule. When they pre-book they will receive an email reminder 48 hours prior to each of their future appointments. They will also automatically receive an “I miss you” email when they have two missed appointments.

REQUIRED KNOWLEDGE/SOURCES OF INFORMATION

This business is relatively simple, with an easy to understand “description of services”. You and your employees should have a strong knowledge of all the services we offer.

Requests for information should be handled in a knowledgeable, courteous, and professional manner. If there are ever any questions about operations, procedures, or other difficult questions, visit the company’s hub and web site for more information first. If you cannot find the information you need, contact corporate. We’d rather you have the right information.

Train your employees to never guess when there is a question but to always find the right answer.

You cannot allow your clients to interact with employees who do not have the knowledge and a clear understanding of our services and belief systems.

REQUEST FOR ADDITIONAL INFORMATION

Under no circumstances is any information of a personal nature (home telephone number, hours scheduled, etc.) about you or any of your employees required to be given to callers or clients. It is up to you if you want to share this information. Try to ONLY offer the toll- free number or assigned local number to clients.

You should instruct employees to refer any questions regarding operations or franchising to the Manager or Franchise owner.

SALES PHILOSOPHY

Our services should sell themselves. Always think in terms of in the best interest of the client.

BOOKING AN APPOINTMENT

The process for booking an appointment is made up of the following components

- Initial Contact
- Service process
- Availability
- Booking information
- Suggested regular appointments

Initial Contact

The initial contact will most likely be made by the client. It is your job to assess his or her needs and book the appointment.

Do ask how they heard about you; this is extremely important from a marketing aspect. You especially want to know if they were referred and if so by whom.

This is valuable information as you develop your network of business. Companies or people who provide multiple referrals should be treated like gold.

Sales Process

Use this sequence as a guideline for your sales presentation:

• Introduction

Introduce yourself to the client and explain your services and the company philosophy of providing quality, door to door services

for their pet/s.

• History

Briefly explain our history, stressing our professionalism and our clients' satisfaction.

• Information gathering

Listen to and understand all the potential clients' needs and expectations.

• Fulfilling the potential clients' needs:

Show the potential client how our services can specifically fill his/her needs and arrange to schedule an appointment on a specific date.

CENTRAL RESERVATION SYSTEM

It is **extremely** important that all customers and appointments are entered into the company database.

CLIENT INFORMATION

The following information should be entered into the appointment system:

- Client name and contact information
- Referral name if it is a referral
- Date/Time of appointment
- Pet health history and grooming information
- Special Requests

DO'S AND DON'TS

Do

- Maintain a positive, upbeat attitude.
- Smile and keep a sense of humor.
- Empathize clients' needs.
- Answer all questions; go the extra mile.
- Show pride in your quality service.
- Always thank the client for using Zoomin Groomin™.

Don't

- Be rude or negative to a client.
- Never say never. Always try to accommodate clients' needs.
- Embarrass a client for being wrong. If they are wrong, explain to them politely.
- Act like you are too busy to help or answer a question for a client.
- Have an "I don't care" attitude.
- Do not arrive at a client's residence unless you are in a company identifiable vehicle

Confirm Time

Before leaving for next destination groomer is to contact manager and update on timing and share reviews or comments from previous appointment.

Troubleshooting

The manager should be contacted immediately for any problems; running late, customer cancels, if a pet is too difficult, etc.

The manager is to be contacted immediately if there are any schedule changes.

POLICY SUMMARY

Our track record indicates that clients are very happy with the services we provide. Since our time in operation there have only been a small handful of complaints. They usually from people who no matter what would never be happy with any level of service.

Our policy is that you must handle client complaints as soon as they occur, and do everything possible, within reason, to satisfy the client.

HANDLING COMPLAINTS

Every client should be pleased with your service. However, since this is a people business, you can expect to run into a dissatisfied client, even if you've done everything properly. Remember, many people consider their pets as members of their families.

Listen to clients and try to please them. Do not, under any circumstances, argue with a client. Always be helpful and courteous when answering a client's question or complaint.

Remember, people talk. Look at every conflict as a challenge to win more clients.

A satisfied client is your best marketing tool.

IRATE CLIENTS

Following the steps in a genuine manner will allow you to handle most irate people. Try to view this individual as a personal challenge and not a problem or nuisance.

The best approach is to deal with the clients feeling of anger and frustration first, and then resolve the problem.



Agree with them, apologize and do the unexpected and listen. Accept responsibility for the problem as a representative of the organization and promise to pass the complaint along so that you can send an inquiry, if necessary. Remember the client is not always right but they are always a client.

- Stay calm
- Build rapport through empathy
- Lower your voice
- Know when to give in
- Repeat concerns back to them
- Do not take it personally
- Remember you are interacting with a human

Thank the client for bringing the problem to your attention. Most clients don't take the time to complain about poor service, when they do, they really are helping your business identify potentially important problems. Your most unhappy client is your greatest source of learning.

REFERRALS FROM NEIGHBORING FRANCHISEES

In the event you are asked to service a customer in a neighboring franchisee's area you have the option to accept or not. It is always a good idea to discuss this with the other franchisee involved. If you do provide service to any customers in a neighboring franchisees' territory, it must be made clear to the client that you are only there to help a fellow franchisee and will return to your regular location after the service is complete. It is agreed to by the request of that franchise owner/manager or ZG corporate, that client is never to be serviced by you again unless authorized by the franchise owner or ZG corporate. The same goes for a neighboring franchisee whom, at your request, provides service to any customer within your territory on a temporary basi

Staff Sharing

There may be times when you are fully booked and are short staffed, you should contact other franchisees in your area to see if they have a staff member that would like some extra hours. If so, you would be responsible for paying the commission for hours worked at your location.