

Service Follow Up Calls

Introduction

Franchisee: Hi, [Customer's name], this is [You Name] giving you a call from Zoomin Groomin (location). Is this an okay time to touch base about (pet name's) Spa day?

we find it super helpful to ask for permission from the client on if this is a good time to speak – if they are busy, offer to call back! No one will give quality feedback if you catch them at an inconvenient time

Build Rapport

Customer: "Sure I am free right now, what's up"

Franchisee: "Thanks so much for taking the time to talk with me! I just wanted to make sure that you were happy with our services and see if you have any questions or feedback for us? We are a new business and are always looking to improve"

*Be relatable and informed!

- Why are you reaching out
- Any feedback your groomer gave about the pup's groom
 - This is a great time to discuss any behavior concerns the groomer brought up following the groom – particularly if they feel the pup needs to see a vet prior to next groom or if more time needs to be slated for the next appointment
- If you saw pictures of the groom, talk about how adorable the pup looks

Customer's Response

Positive Response	Neutral Response	Negative Response
"Thank you so much for calling! We LOVED (groomer name). (Pet name) looks so good and she was so comfortable!"	"The appointment went well, nothing really to report."	"I'm disappointed with the quality of the groom. My dog came back wet"
"We are OBSESSED"	"Oh yeah, it was good."	"My dog is totally shaved down and looks naked"
"You guys are amazing, my dog is usually so scared, but they looked so happy afterwards"	"Went just as expected, thanks"	"I don't know if the groomer knew what they were doing"
		"You guys were 30 minutes late"
		"Appt only took 30 min, spent \$94"

Franchisee:

Positive Response	Neutral Response	Negative Response
<p>“That makes us so happy to hear! Thank you so much for giving us the opportunity to groom (pet’s name). *this is a great opportunity to:</p> <ul style="list-style-type: none"> • ask for a review • ask for rebook • ask for referrals 	<p>“Okay, thank you again for your time and allowing us the opportunity to groom (pet’s name). Is there anything you can think of that would make (pet’s name)’s groom even better next appointment?”</p> <p>“Everything was good”</p> <ul style="list-style-type: none"> • sometimes people are just busy! • Although this groom means everything to you as the business owner, to some customers, a groom is just a groom and they’re fine with it. 	<p>“We are so sorry to hear that we did not meet your expectations. Do you mind telling us more?”</p> <p>*FIND OUT WHY *</p> <ul style="list-style-type: none"> • haircut quality • smell • timing • communication • groomer <p>*Be thinking – how can I make this right & keep customer happy*</p> <ul style="list-style-type: none"> • Discount this groom? • Discount next groom? • Offer to send same groomer back? • Offer to send a different groomer? • Ask yourself, will anything we do make this customer happy?

Franchisee

Positive Response	Neutral Response	Negative Response
<p>“Thank you again for trusting us with your furbaby/giving us a review/rebooking/choosing Zoomin Groomin as your groomer”</p>	<p>“Thank you so much for that feedback and for trusting us with your furbaby!”</p> <p>*If not already rebooked, this is a good time to ask to rebook and posture growing wait times</p>	<p>“We really want to apologize that this was your experience with us and we want to thank you for giving us the opportunity to make it right. *discuss correction plan and schedule it on this call*</p>

Closing

Franchisee: “Awesome! Well thank you again for taking the time to talk with me about (pet’s name)’s groom. I don’t want to take up any more of your time, but if you have any other questions or need anything else, please do not hesitate to reach out! You can call us at (your phone number) or text/email us at (texting number/email). Have a great rest of your day!”

Remember, these calls should be relatively quick. We want to continue to provide a stress free experience without taking up too much of their time.