

# SOP Template: Monitoring and Assisting Customers During Fitting

**Purpose:** To detail the process for **monitoring and assisting customers during fitting**, ensuring a comfortable and personalized experience. This SOP outlines guidelines for observing customer needs, providing fitting assistance, offering expert product advice, maintaining fitting room organization, and addressing customer concerns promptly, with the goal of enhancing customer satisfaction and promoting a positive shopping environment.

## Scope

This SOP applies to all staff responsible for customer assistance and fitting room management within the retail environment.

## Responsibilities

- All sales associates and fitting room attendants must comply with this SOP.
- Supervisors are responsible for training and overseeing staff adherence.

## Procedure

### 1. Greeting and Orientation

- Welcome customers warmly and direct them to fitting rooms as needed.
- Briefly explain fitting room policies (e.g., item limits, assistance availability).

### 2. Monitoring Customer Needs

- Observe customer behavior discreetly for signs of discomfort or need for assistance.
- Check in politely during fitting without being intrusive ("â€œIs there anything I can help with?â€").

### 3. Assisting with Fitting

- Offer to bring different sizes, styles, or colors as requested or as appropriate.
- Assist with closures, fastenings, or adjustments only with the customer's consent and in accordance with company policy.

### 4. Expert Advice and Product Recommendations

- Provide knowledgeable suggestions based on fit, style, and customer preferences.
- Guide customers on care instructions for products if asked.

### 5. Maintaining Fitting Room Organization

- Keep fitting rooms clean, tidy, and well-stocked with hangers and other essentials.
- Remove unwanted items promptly and return them to the sales floor.

### 6. Addressing Customer Concerns

- Respond to any issues or concerns immediately and consult a supervisor if needed.
- Thank customers for their visit and follow up with any further assistance or feedback requests.

## Documentation

- Record and report any incidents, customer feedback, or recurring issues according to store policy.

## Review and Improvement

- Supervisors should regularly review fitting room assistance practices and update this SOP as necessary.
- Encourage team feedback to enhance the customer fitting experience.