

# Standard Operating Procedure (SOP)

## Greeting and Welcoming Customers Upon Entry

This SOP details the process for **greeting and welcoming customers upon entry**, emphasizing a warm, professional, and friendly approach to create a positive first impression. It covers steps for acknowledging customers promptly, using polite language and body language, offering assistance as needed, and guiding customers to appropriate areas or services. The goal is to enhance customer satisfaction and foster a welcoming environment that encourages repeat visits and positive word-of-mouth.

### 1. Purpose

To ensure all customers are greeted and welcomed in a consistent, professional, and friendly manner upon entry, enhancing their overall experience with our business.

### 2. Scope

This procedure applies to all staff responsible for front-of-house, reception, or any customer-facing role during operating hours.

### 3. Procedure

- **Acknowledge Entry:**  
As soon as a customer enters, make eye contact and smile warmly within 5 seconds.
- **Verbal Greeting:**  
Greet the customer with a polite, friendly phrase such as "Good morning/afternoon/evening, welcome to [Business Name]!"
- **Use Professional Body Language:**  
Stand or sit upright, face the customer, and avoid crossing your arms. Use a welcoming gesture if appropriate.
- **Offer Assistance:**  
Ask how you can assist (e.g., "How may I help you today?" or "Is there anything I can help you find?").
- **Guide or Direct:**  
If required, direct or escort the customer to the relevant area or inform them of any ongoing promotions, services, or wait times.
- **Personalization (when possible):**  
Use the customer's name if known, and acknowledge returning customers with a "Welcome back!" or similar phrase.

### 4. Responsibilities

- All front-line staff are responsible for following this procedure.
- Supervisors must monitor and support adherence to this SOP.

### 5. Tips for Exceptional Service

- Maintain a clean and inviting entrance area.
- Adjust greetings to suit individual customers and situations.
- Anticipate customer needs and proactively offer help.

## 6. Review

This SOP should be reviewed annually or as needed to reflect updated best practices and customer feedback.