

# SOP: Staff Roles & Customer Service Etiquette

This SOP defines **staff roles and customer service etiquette**, detailing the responsibilities of each team member and the standards for professional and courteous interaction with customers. It covers communication techniques, problem-solving strategies, dress code, punctuality, handling customer complaints, and maintaining a positive work environment to enhance customer satisfaction and operational efficiency.

## 1. Staff Roles & Responsibilities

Role	Core Responsibilities
Manager/Supervisor	<ul style="list-style-type: none"><li>Oversee daily operations and staff performance</li><li>Address escalated customer issues</li><li>Enforce company policies and standards</li><li>Train and support staff</li></ul>
Frontline Staff	<ul style="list-style-type: none"><li>Greet and assist customers</li><li>Handle transactions and inquiries</li><li>Communicate clearly and courteously</li><li>Address customer feedback and minor complaints</li></ul>
Support Staff	<ul style="list-style-type: none"><li>Maintain facility/orderliness</li><li>Support frontline operations</li><li>Assist with stock, supplies, or technical needs</li></ul>

## 2. Customer Service Etiquette Standards

### 2.1 Professional Communication

- Always greet customers within 30 seconds of arrival.
- Use polite language: “please,” “thank you,” and “you’re welcome.”
- Maintain eye contact and an approachable demeanor.
- Listen actively, avoid interrupting, and clarify as needed.
- Keep all conversations respectful and confidential.

### 2.2 Problem-Solving Strategies

- Acknowledge customer concerns promptly and empathetically.
- Seek solutions within company guidelines or escalate if necessary.
- Follow up with customers to ensure satisfaction after resolution.

### 2.3 Handling Complaints

- Stay calm and composed at all times.
- Document complaints clearly and report significant issues to the supervisor/manager.
- Offer solutions or alternatives where possible and within authority.

### 2.4 Dress Code & Punctuality

- Wear the designated uniform and maintain a neat appearance.
- Use name badges at all times if applicable.
- Arrive on-site at least 10 minutes before shift.
- Report lateness/absence as per company policy.

### 2.5 Positive Work Environment

- Promote teamwork, respect, and inclusion among staff.
- Offer help to colleagues when possible.

- Refrain from negative remarks and gossip.

### 3. Review & Accountability

- All staff must review this SOP during onboarding and at least annually.
- Managers conduct spot checks and staff evaluations against these standards.
- Non-compliance may result in corrective action as per company policy.

### 4. Document Control

- **Effective Date:** [Insert date]
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