

# Standard Operating Procedure (SOP): Customer Greeting and Service Protocols

This SOP defines **customer greeting and service protocols**, detailing standardized procedures for welcoming customers, establishing rapport, actively listening to their needs, providing accurate product or service information, handling inquiries and complaints courteously, and ensuring a positive customer experience. The goal is to enhance customer satisfaction, foster loyalty, and maintain a professional and welcoming environment in all customer interactions.

## 1. Purpose

To outline procedures for greeting and serving customers, ensuring a consistent and excellent service experience.

## 2. Scope

This SOP applies to all employees engaged in direct customer interactions, including in-person, phone, email, or online channels.

## 3. Responsibilities

- **All Staff:** Adhere to the customer service protocols at all times.
- **Supervisors/Managers:** Ensure compliance and provide regular training.

## 4. Procedure

1. **Customer Greeting**
  - Greet customers within 5 seconds of arrival (in-person, phone, or online).
  - Use a friendly, professional tone and appropriate body language (smile, eye contact).
  - State your name and ask how you may assist. Example: "Good morning! Welcome to [Company Name]. My name is [Your Name]. How may I assist you today?"
2. **Establishing Rapport**
  - Engage in polite small talk if appropriate and acknowledge repeat customers by name when possible.
  - Show genuine interest and adapt your approach based on the customer's demeanor.
3. **Active Listening**
  - Listen attentively to customer needs without interruption.
  - Paraphrase or confirm understanding: "If I understand correctly, you're looking for..."
4. **Providing Information**
  - Offer accurate, up-to-date information about products, services, policies, and promotions.
  - If unsure, inform the customer you will find the answer and follow up promptly.
5. **Handling Inquiries & Complaints**
  - Address all inquiries and complaints courteously and calmly.
  - Apologize for inconveniences, take ownership, and follow escalation procedures if the issue cannot be resolved immediately.
  - Keep the customer informed throughout the process.
6. **Ensuring a Positive Experience**
  - Thank the customer for their visit or inquiry.
  - Ask if there is anything else you can assist with before concluding the interaction.
  - Wish them well and invite them to return.

## 5. Example Script

Stage	Example Dialogue
Greeting	"Good afternoon! Welcome to [Company Name]. I'm [Your Name]. How can I help you today?"
Identifying Needs	"What brings you in today? I'd be happy to assist."
Active Listening	"So you're interested in [Product/Service]? Is there a specific feature or requirement you're looking for?"

Providing Solutions	"Based on what you've told me, I recommend..."
Handling Complaints	"I'm sorry you experienced that. Let me see how I can resolve this for you right away."
Closing	"Thank you for visiting us today! If you need anything else, please don't hesitate to ask. Have a wonderful day!"

## 6. Monitoring & Continuous Improvement

- Management will periodically review customer interactions and feedback to identify improvement opportunities.
- Staff will participate in regular customer service training sessions.

## 7. Related Documents

- Customer Complaint Handling SOP
- Customer Service Training Manual
- Company Code of Conduct