Standard Operating Procedure (SOP): Customer Check-In and Identification for Dressing Room Entry

This SOP details the **customer check-in and identification for dressing room entry** process, including verifying customer identity, managing entry permissions, maintaining privacy and security of personal information, and ensuring an organized and efficient flow of customers to and from the dressing rooms. The procedure aims to enhance customer experience while safeguarding the establishment's policies and preventing unauthorized access.

1. Purpose

To outline procedures for customer check-in and identification to allow secure, efficient, and respectful access to dressing rooms.

2. Scope

This SOP applies to all staff members responsible for managing dressing room access at the establishment.

3. Responsibilities

- **Front Desk/Reception Staff:** Verify customer identity, manage entry records, and handle privacy-sensitive information.

- **Security Personnel:** Assist in enforcing access policies and handle unauthorized access attempts if needed.

- **Supervisors:** Ensure staff compliance with the SOP and address any issues arising from the check-in process.

4. Procedure

1. **Customer Arrival:**
   - Greet the customer courteously upon arrival at the check-in station.

2. **Identification Verification:**
   - Request valid identification (e.g., membership card, photo ID, appointment confirmation).
   - Ensure the presented ID matches the customer's appearance and details.

3. **Registration and Entry Permission:**
   - Record customer information securely (name, time of entry, identification type/number).
   - Issue entry pass or dressing room key if applicable.

4. **Privacy and Security:**
   - Do not disclose, share, or discuss customer information with unauthorized individuals.
   - Store identification documents securely if retention is necessary, or promptly return to customer.

5. **Guidance to Dressing Room:**
   - Escort or direct the customer to the assigned dressing room area.
   - Inform the customer of rules and expected behaviors (time limits, no photography, etc.).

6. **Check-Out and Exit Process:**
   - Upon exit, verify return of keys, passes, or any borrowed items.
   - Update the entry record with exit time and any relevant notes.

7. **Incident Management:**
   - Report and document any violations, suspicious behavior, or unauthorized access attempts to supervisors or security.

5. Documentation

Record	Storage Method	Retention Period

| Customer Check-in Log | Physical logbook / secure digital system | 30 days (unless otherwise required by policy) |
| Incident Reports | Incident reporting system / supervisor files | As per policy |

6. Privacy and Confidentiality

- All personal information must be handled in accordance with applicable data protection laws and company policy.
- Staff must not use or share customer data for purposes unrelated to dressing room entry management.

7. Safety and Compliance

- Adhere strictly to health, safety, and fire regulations in the management of customer flow.
- Ensure evacuation routes are not obstructed by the check-in process.

8. Review and Update

This SOP must be reviewed annually, or as required by changes to relevant laws or internal policies.

Last updated: June 2024