

# Standard Operating Procedure (SOP): Customer Engagement and Sampling Procedures

This SOP details **customer engagement and sampling procedures**, covering strategies for effective customer interaction, guidelines for conducting product sampling, maintaining hygiene and quality standards during sampling, tracking customer feedback, and ensuring compliance with health and safety regulations. The goal is to enhance customer experience, promote product trials, and gather valuable insights to drive sales and improve service quality.

## 1. Purpose

To provide clear procedures for engaging customers and conducting product sampling, ensuring consistency, quality, and compliance throughout all interactions.

## 2. Scope

This SOP applies to all staff involved in customer engagement and product sampling activities at the premises.

## 3. Responsibilities

- **Customer Service Staff:** Execute the engagement and sampling procedures.
- **Supervisors:** Monitor compliance and provide training where needed.
- **Management:** Review effectiveness and ensure continuous improvement.

## 4. Procedure

### 4.1 Customer Engagement Strategies

1. Greet all customers warmly and approach with a positive, helpful attitude.
2. Ask open-ended questions to understand customer preferences and needs.
3. Inform customers about available sampling opportunities and benefits.
4. Respect customers' decisions regarding participation in sampling.
5. Practice active listening and provide knowledgeable answers to questions.

### 4.2 Product Sampling Guidelines

1. Prepare samples in designated, sanitary areas before customer engagement.
2. Ensure samples are fresh and representative of regular product quality.
3. Offer samples in appropriate serving sizes, using clean utensils and single-use containers.
4. Never reuse sample containers or utensils between customers.

### 4.3 Hygiene and Quality Standards

1. Staff must wash hands and wear gloves and hairnets during sampling.
2. Clean and sanitize all surfaces and tools before and after sampling periods.
3. Discard any unused samples at the end of the sampling session.
4. Maintain products at proper storage temperatures until sampled.

### 4.4 Tracking Customer Feedback

1. Promptly ask customers for feedback after sampling, using provided forms or digital tools.
2. Record both positive and negative feedback accurately and objectively.
3. Escalate any significant product concerns to management immediately.
4. Submit compiled feedback at the end of each sampling day for review and analysis.

### 4.5 Health and Safety Compliance

1. Adhere to local health and safety regulations (including allergen management and labeling).
2. Display allergen and ingredient information clearly at sampling stations.
3. Ensure sampling area is accessible and free from hazards at all times.
4. Attend regular training updates on food safety and customer service best practices.

## 5. Documentation

All sampling activities and customer feedback should be documented daily using the following template:

Date	Product Sampled	Staff Responsible	Feedback Summary	Action (if any)
[Enter Date]	[Enter Product]	[Enter Name]	[Enter Key Feedback]	[Follow-up Actions]

## 6. Review

This SOP will be reviewed annually or as required to ensure continued relevance and regulatory compliance.

## 7. References

- Company Customer Service Policy
- Local Health and Safety Regulations
- Product Allergen Guidelines