

Intermediate Level

Customer Service Training Booklet

Grocery Store Layout

Video: Layout of a Grocery Store

- A) On this page, you can draw a diagram and label the sections of a grocery store or you can answer the questions in box below. This might help you to remember where items are located when you need to help customers in a grocery store or it can simply help you find items you are looking for in a grocery store.

In order to draw on this sheet, you will need to do the following:

- Click the **INSERT** button at the top of this page.
- Click on **Shapes**.
- Click on the first picture on the second row of shapes. It looks like a scribble.
- You can start drawing.

Or

- B) If you are not wanting to draw, answer the following questions:

Where do you find the following in a grocery store?

a) Meat _____

b) Milk _____

c) Eggs _____

d) What tends to be placed in the centre aisles? _____

e) Where on the shelf do you tend to find healthy cereal _____

f) What is an end cap? _____

g) What do grocers tend to put on end caps? _____

Grocery Store Customer Service Training

Video: 1980's Grocery Store Training Video

22.31 minutes

Vocabulary

Circular- In Manitoba, we refer to a circular as a flyer. List of specials at the grocery store.

PART ONE

Watch the first 10 minutes of the video. Answer the following questions:

1. Would you want to shop at this store? Why or why not?

2. Spot the errors in customer service

- a) _____
- b) _____
- c) _____
- d) _____
- e) _____

3. What is customer service? (10 things)

4. After watching the first 10 minutes of the video, make a checklist of things you need to do before starting your shift.

5. Who in the store is responsible for customer service?

6. What are **verbal** ways an employee shows attention, respect and courtesy to the customer?

7. What are the non-verbal ways an employee shows attention respect and courtesy to the customer?

Part two

Watch the last 12 minutes to the video to answer the following questions

1. What are the employees instructed to do to demonstrate good customer service?

2. How does a cashier demonstrate good customer service?

3. What do you need to do to handle a challenging Situation? They use the word **CLEAR** to help you remember what to do. Answer as best you can.

C _____

L _____

E _____

A _____

R _____

Knowledge Chart

Intermediate Level

Video: I Was Seduced By Exceptional Customer Service

What do you know about exceptional customer service?

1. What do you know now about customer service?

2. What is exceptional customer service?

3. What do I want to know about customer service?

4. Watch to the video **"I Was Seduced by Exceptional Customer Service"** and write down 3 things you learned about exceptional customer service.

Good and Bad Examples of Customer Service

These two videos demonstrate what to do and not to do when it comes to customer service. After watching the two videos, simply write down one thing you learned that you know you will never do when working in a grocery store or retail outlet.

Training Videos: **Do's and Don'ts of Customer Service**

Customer Service Training Video for Touts Budgen

These video clips are meant to give you a bit of a break in the middle of this training program. Watch the clips. **Enjoy the break!** There is no written work you need to do.

Movie Video Clips of Customer Service

Bad Customer Service Montage

Funny Customer Service

King of Customer Service

Seinfeld Customer Service

Customers' Reaction to Bad Customer Service

Video: Bad Customer Service on Hidden Camera

After watching the video, "**Bad Customer Service on Hidden Camera**" answer the following questions:

1. What were the three ways in which customer service went wrong?

2. Why do you think some customers complain directly to the employee?

Body Language and Customer Service

After watching the video “**Body Language around Volunteers/Customers,**” in your customer service booklet, write down what good body language looks like when working with customers.

Tips to Improve Your Body Language

After you have watched the video “**Confident Body Language Tips,**” list 2 things you do well and 2 things you need to improve.

2 things you do well

2 things you need to improve

Other Required Skills

Bagging Groceries

The best way to learn how to bag groceries is by practicing it. Follow these simple steps. If you run into problems, ask someone from your **network**, perhaps a parent/guardian.

1. Find bags (reusable, paper and plastic) and practice bagging groceries as you were instructed in the videos on the previous slide.
2. Go to your kitchen and take out 10-15 items from your refrigerator and cupboards and place them on the counter.
3. Bag the groceries following the steps shown in the video.

Suggestion: You can re-watch one of the videos as you practice bagging the groceries.

Taking a Break at Work

There are many benefits to taking breaks, whether you are at work, at home doing your school work or even at school. After watching the videos “**How to Take a Break at Work**” and “**3 Channels of Work and How to Take a Quality Break**” answer the following questions:

1. List some of the benefits to taking a break.

2. Think about your job right now or a job you are interested in having, based on what you learned from the videos, what will you do during your break? Make sure you apply some of the ideas from the videos.

Job of a Courtesy Clerk

After watching the video “**The Job of a Courtesy Clerk,**” If you are hired to be a courtesy clerk at a grocery store, what will you be doing?

Final Reflection Activity

As a final activity, you can video record, write or draw and label 5 negative interactions in customer service. Include the 5 ways it should have been done.

Remember: Once completed, submit the finished product to your teacher.