



# CUSTOMER SERVICE GUIDE



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**PURPOSE**

This document outlines specific standards that all team members must follow daily to provide exceptional customer service. To meet these standards, all team members must work towards the same goal to provide excellent customer service and maintain our retail stores to the highest level of standards. You are the brand—the type of customer service you provide and how you present yourself matters.

**OBJECTIVES**

By the end of this guide, you will be able to:

- State the five main customer service standards
- Explain how you can provide an outstanding customer service experience
- Describe how to ask a customer for an additional monetary donation
- Demonstrate how to make a store announcement
- List the standard donation procedure
- Use the customer FAQ to answer common customer questions

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*Customer service is our #1 priority!*

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## CUSTOMER SERVICE STANDARDS – FIRST IMPRESSIONS

Here are a few standards to follow in regards to customer service:

- Greet customers as they enter and thank them for coming as they leave. It lets people know we are there to help and helps with asset protection.
- Answer phone calls in three rings. *See acceptable greetings below.*
- Make announcements every 15 minutes, or more if the store is busy.
- Rather than pointing a customer in the right direction, lead them to where they can find the item(s) they are looking for.

*Remember to:  
Greet every customer  
Answer calls within 3 rings  
Make announcements every 15 min  
Lead customer to find items*

**In person greeting:** Every customer should be greeted by at least one Goodwill team member as they walk through the door.

- **Option 1:** *“Hi, welcome to Goodwill!”*
- **Option 2:** *“Hi, welcome to Goodwill. Today all **(COLOR)** tags are 50% off. Please let us know if we can help you find anything!”*

**Phone greeting:** Use one of the acceptable greetings below:

- **Option 1:** *“Thank you for calling your neighborhood Goodwill. This is **(NAME)**, how may I help you?”*
- **Option 2:** *“Thank you for calling Goodwill, where your donations support our vision of ending poverty through the power of work. This is **(NAME)**, how may I help you?”*

## CREATING A GREAT CUSTOMER SERVICE EXPERIENCE

To show our customers just how valued they are and how much we appreciate them, follow these customer service principles to create an excellent customer service experience:

- Demonstrate our company values
- Take steps to solve a problem
- Listen and think outside the box
- Show customers you care and/or set yourself apart from everyone else
- Go out of your way or above and beyond to help a customer
- Provide the type of customer service that you would like to receive

## ACCEPTING DONATIONS

Donations are the lifeblood of our business, and without them, we would be unable to fund the community programs that we offer and support our vision of "Ending poverty through the power of work." The more donations we receive, the more we can support our community.

Customer service is essential as we interact with our donors. Here are some standard procedures to follow in regards to donations:

- Always help a donor with their donation, whether it is from their car to our store, at our donation drop-off area, or at our front doors.
- Always provide the donor with a tax-deductible receipt.
- Thank the donor by saying, *"Thank you for your goodwill. We hope to see you again soon."*
- Use the Daily Donor Log to log all donors. One donor equals one tally.
- Take all full donation bins to be emptied and place them in the appropriate sorting area.

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*Donations are the lifeblood of our business.*

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How to respond to questions from donors:

**How does Goodwill end poverty [through the power of work]? Or Why do you need my donations?**

*"Your donations support our no-cost career services, which help individuals gain meaningful employment and sustainable wages."*

**What do you do with the donations?**

*"Donated items become the products we sell in our stores. Money raised in our stores support our no-cost career services and help Arizona job seekers gain meaningful employment."*

**Why do I need a receipt?**

*"We provide a receipt for your records if you want to claim your donation as a tax deduction."*

## SALES FLOOR

If someone is browsing, make sure they have been offered assistance. This shows a commitment to customer service. Introduce yourself to create a more friendly and personal interaction. We want customers to feel like this is their neighborhood store! Use any of these phrases below to reinforce the “thrill of the hunt, treasure-seeking, expect the unexpected” experience that is unique to us.

**Option 1:** *“Hi, I’m (NAME). Is there anything special I can help you find today?”*

**Option 2:** *“Hi, I’m (NAME). Are you looking for anything special today?”*

**Option 3:** *“Hi, I’m (NAME). Can I help you find anything today?”*

If a customer says they do not need help or are not looking for anything in particular, say:

**Option 1:** *“Okay, well, please let me know if there’s anything I can help you with.”*

**Option 2:** *“Okay, well, please let me know if you need anything. And just so you’re aware, all (COLOR) tags are 50% off today, so be sure to keep your eye out for them while you shop!”*

If a customer is looking for a specific item, guide them to where they can find the particular item. After looking for the requested item and we do not have what they are looking for say:

*“I’m sorry, it doesn’t look like we have it in store right now, but we get new items in every day, so you can always check back with us again soon! We also have another Goodwill store nearby at [tell the customer the intersection where the nearest Goodwill is located].*

### When a customer is using a reusable bag to hold items they haven’t paid for:

*Good morning/afternoon. I hope you’re finding some great items today! I see you are using a reusable bag. Would you mind placing your merchandise in a cart instead of the bag, so there’s no confusion at checkout? (Bring them a cart).*

### How to address when a customer brings a bag back for reuse:

*“Good morning/afternoon, thanks for shopping with us today! I see you brought in a reusable bag. While you’re shopping today, could you please wait to use your bag until after you make a purchase?”*

## CHANGE CAMPAIGN

As a team member, it is important to provide excellent customer service and be knowledgeable about the services Goodwill provides.

As you know, our company's vision is to "End Poverty Through the Power of Work," and donated items play a large part in funding our mission. In our retail stores, the Change Campaign was added so we could raise additional money to meet the continued demand for our services. After each transaction, we ask our customers if they would like to make a cash donation to support our mission. 100% of cash donations go directly to funding our programs.

### **RSA Script**

*"Hi, how are you today? Would you like to donate a dollar to help support our no-cost career and education services?"*

- If "Yes" – *"Thank you so much!" or "Thank you for supporting Goodwill today. We hope to see you again soon!"*
- If "No" – *"Would you like to round up your change instead?"*

How to respond to questions about donating change or cash at the register:

### **Why are you asking me for a donation? Or What are you going to do with it?**

*"Your donations support Goodwill's no-cost career services, which help individuals gain meaningful employment and sustainable wages."*

### **How does goodwill end poverty [through the power of work]?**

*"Your donations support Goodwill's no-cost career services, including computer training classes, for anyone in the community."*

### **Is my donation tax-deductible?**

*"Yes, your donation is tax-deductible. Please keep the cash donation receipt you receive today for tax purposes."*

### **Who does Goodwill help?**

*"Goodwill helps anyone in need of finding a job get access to our no-cost resources."*

## ANNOUNCEMENTS

Announcements should be made every 15 minutes or more frequently if the store is busy.

Please reference the script examples below:

### Change Campaign – Example 1

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*All team members are encouraged to make announcements. Check with management for approval before modifying an announcement.*

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*“Good (morning/afternoon/evening), Goodwill shoppers! When you purchase items at our registers, you have the opportunity to round up your change to donate in support of our career services. Our career services are available to the public at no-cost, thanks to your donations. With your help, we’re empowering individuals, strengthening families, and building stronger communities.”*

### Change Campaign – Example 2

*“Good (morning/afternoon/evening), Goodwill shoppers! Did you know that when you round up your change, you help fund our career services? Every donation supports our career services, which are available at no-cost to anyone in need of help finding a job. Thanks to your goodwill, we’re empowering individuals, strengthening families, and building stronger communities.”*

### Change Campaign – Example 3

*“Good (morning/afternoon/evening), Goodwill shoppers! Your generous donations help us fund our no-cost career services, which are available to anyone in need of finding meaningful employment. When you make a purchase, you can round up your change to support our no-cost career services. With your help, we’re empowering individuals, strengthening families, and building stronger communities.”*

### Military and Teacher/Student Day – Sunday

*“Good (morning/afternoon/evening) Goodwill shoppers! Did you know today is student, teacher, military, and first responder discount day? If you serve as any one of these, present your ID to the cashier and enjoy 25% off of all non-sale merchandise. This does not include any seasonal items, new goods, or snacks. All seasonal and new goods transactions are final. Thank you for shopping at your local Goodwill and have a great day/afternoon/night!”*

### Senior Day Announcement – Tuesday

*“Good (morning/afternoon/evening) Goodwill shoppers! Did you know that today is Senior Day? Every Tuesday, anyone 55 or better can save 25% off their full-priced purchase. This does not include any seasonal items, new goods, or snacks. All seasonal and new goods transactions are final. With thousands of new items arriving daily, expect the unexpected.”*

## ANNOUNCEMENTS, CONTINUED

**Two Dollar Day Example 1 – Use on Two Dollar Day (Thursdays) Only**

*“Good (morning/afternoon/evening) Goodwill shoppers! Experience the thrill of thrift every Thursday when all donated items with a select color tag are only TWO dollars! That’s right – two dollars. Today’s two-dollar tag is **(COLOR)**. This does not include seasonal items, new goods, or snacks. All seasonal and new goods transactions are final. With thousands of new items arriving daily, expect the unexpected.”*

**Two Dollar Day Example 2 – Use on Two Dollar Day (Thursdays) Only**

*“Good (morning/afternoon/evening) Goodwill shoppers! Don’t miss your chance to save BIG on Two Dollar Day. Today all **(COLOR)** tags are just two dollars, which means you get to buy more and spend less. This does not include seasonal items, new goods, or snacks. All seasonal and new goods transactions are final. With thousands of new items arriving daily, expect the unexpected.”*

**Mission Specific – Example 1**

*“When you shop and donate to your neighborhood Goodwill, you support our mission of empowering individuals, strengthening families, and building stronger communities. Thanks to your goodwill, we’re able to provide no-cost career services to individuals in need of achieving meaningful employment and sustainable wages.”*

**Mission Specific – Example 2**

*“Your donations and purchases help us empower individuals, strengthen families, and build stronger communities. From resume development to digital skills training and local job connections, we’re able to provide no-cost career services to anyone in need of help finding a job. Thank you for your goodwill.”*





**Mission Specific – Example 3**

*“Each time you shop or donate to Goodwill, we move one step closer toward achieving our vision of ending poverty through the power of work. Thanks to your goodwill, we’re empowering individuals, strengthening families, and building stronger communities.”*



**FURNITURE AND SOLD SLIPS**

856657

CUSTOMER'S ORDER NO.		DATE
NAME <i>Greg Will</i>		<i>5/15/14</i>
ADDRESS <i>623-555-1212</i>		
CITY, STATE, ZIP		
SOLD BY CASH C.O.D. CHARGE ON ACCT. MOISE. RETD. PAID OUT		
QUAN.	DESCRIPTION	AMOUNT
1	<i>1 Pinkend table</i>	<i>19.99</i>
2		
3	Goodwill	
4	Furniture	
5		
6	2 012738 019993	\$19.99 Purple #071
7		
8	<i>1 Brown Wicker Chair</i>	<i>49.99</i>
9		
10	Goodwill	
11	Furniture	
12		
	2 012738 049990	\$49.99 Purple #071
RECEIVED BY <i>Michelle</i>		

A-3725 7-42230448280 KEEP THIS SLIP FOR REFERENCE 01-11

*Furniture slip example*

For any item too large to carry to the registers, complete a furniture slip and include the following: today's date, customer name, phone number, pick-up by date, and description of each item. **Do not write a furniture ticket for new goods.**

All furniture items also require a reprint label. Place the reprint tag on the bottom of the furniture slip. If the item is a \$1.00 tag or 50% off tag, change the color label on the ROBarT to reflect the discount.

After filling out the form:

- Bring the **white** slip up to the designated register
- Ring up when the customer is ready

Attach the **yellow** copy of the slip to the item and place the **pink** copy in the sold merchandise receipt book. If there are multiple pieces, place the **pink** copy on one of the other items.

**Note:** Throw the **white** and **yellow** slips away if not paid for by the end of the day.

## FURNITURE AND SOLD SLIPS, CONTINUED

<b>SOLD</b>	
Customer's Name	Greg Will
Telephone Number	623-555-1212
Date of Purchase	4-11-13
Date of Pickup	4-13-13
Trans. Number	710008771
Sold By	Shara

*Sold Slip Example*

When a customer buys a furniture item and does not take it with them at time of purchase, write a sold slip. Make sure to enter the Customer Name, Telephone Number, and Date of Purchase, and add other information such as Date of Pick-up, Transaction Number, and Sold By.

Make sure that the sold slip is placed on the customer's purchased item and that the item is moved to the production area off the sales floor if space permits. This prevents a different customer from pulling off the tag and purchasing the item.

A customer has 24 to 48 hours (depending on the size of the store) to pick up an item, or else it will be placed back on the sales floor. Contact store leadership for your store's policy. Inform the customer of this policy before they leave the store.

If the 24 to 48 hours is about to expire, store leadership should give the customer a courtesy call and remind them to pick up their merchandise. Sometimes, an item can remain in the store for a day or two longer before returning to the sales floor. However, this should not be a common practice.

If the customer has not returned to pick up their item(s) within 48 hours, the customer must be called and notified that the items will be returned to the sales floor, and a refund will be issued.

Items may also be placed on hold until the end of the business day.

## FREQUENTLY ASKED CUSTOMER QUESTIONS (FAQ)

### **Where does all this stuff come from?**

*“It comes from donors such as you. We accept all clothing, housewares, shoes, electrical, and miscellaneous items. All donated items are processed in our retail stores.”*

### **What happens to my donation and what does Goodwill do with the money it makes?**

*“Your donations help support our vision of “ending poverty through the power of work.” Your donations allow our no-cost Goodwill career services to prepare and connect anyone looking for a job. Other services include helping resume development help, sharpening interview techniques, and developing stronger computer skills.”*

### **Why is everything so expensive?**

*“We try to price everything in our retail stores competitively. We do our best to get the most out of what was generously donated so that we can put the most back into our community. From Two Dollar Day to discount days for students/teachers, seniors, veterans, and first responders, there is always a chance to save.”*

### **What do you accept as a donation?**

*“We accept everything, including cars. The only exception is hazardous materials such as Cathode Ray Tube (CRT) box televisions, paint, fertilizer, or other household chemicals.”*

### **Who do I contact if I want to donate a car?**

*“To donate a car, contact our Fleet Services at 602-513-8413.”*

### **Where can I donate?**

*“You can donate to any one of our retail store locations or Retail Donation Centers (RDCs).”*

### **What happens to the things you don't sell?**

*“Everything that does not sell in stores is routed back to the Retail Operations Center (ROC). This is the clearance center where the product is sold by the pound, and if not sold, it is recycled.”*

### **I bet you get to buy all the good stuff.**

*“To allow customers first pick of merchandise, we cannot shop at our home store.”*

## CUSTOMER SERVICE PHONE AND PAGING GUIDELINES

Customer service over the phone is just as important as a customer standing right in front of you. Phones are an important part of doing business.

Handle all calls and paging courteously and professionally. Here are some standards to follow regarding phone use and paging within a store. Please see a manager on how to use the phone.

When calling for a bill check, cash drop, etc., page a manager to the desired register.

### IF A CUSTOMER CALLS AND WANTS TO SPEAK TO A MANAGER

Ask the caller, *“Do you mind being put on hold while I page the manager?”* Wait for their response and then say *“Thank you.”*

Once the caller is on hold, page the manager. Repeating the page twice is the most effective way to let them know they have a call.

Check back with the caller after 30 seconds to let them know you are still assisting them.

When you check back in with the caller, give them two options: ask them if they would like to continue to hold or leave a message.

### IF SOMEONE CALLS FOR A MANAGER WHO IS NOT IN THE STORE

Page the manager on duty. This ensures a manager will answer the call.

- At no time is it ok to share a manager or team member’s whereabouts or work schedule with a caller.
- Route all team member calls through a member of the leadership team. This allows much-needed privacy for a team member and reduces excessive non-emergency calls.

### IF A CUSTOMER CALLS REGARDING IF WE HAVE A CERTAIN ITEM IN OUR STORES

Answer their question to the best of your ability. If you can check or have another team member check for the item, do so. If there is only one RSA at the registers, be sure to call another department to assist the caller.

Remember to follow the same procedures as you do when paging a manager. Always try your best to encourage a customer to visit and shop in our stores.

CUSTOMER SERVICE PHONE AND PAGING GUIDELINES, CONTINUED

IF A CUSTOMER CALLS REGARDING BRINGING IN A DONATION

Inform them that we accept all donations except hazardous materials. Provide the caller with important drop-off information such as store hours and donation drop-off areas.

IF A CUSTOMER CALLS REGARDING HOME PICK-UP (ARIZONA ONLY)

Instruct them to visit the [goodwillaz.org](http://goodwillaz.org) website for more information. Do not provide any other information about home pick-up.

IF A CUSTOMER CALLS REGARDING STORE HOURS

Please inform the caller that we are open every day from 9:00 a.m. to 9:00 p.m.