

ECC (Extraordinary Customer Care) – Participant’s Guide

At Walgreens, Customer Care is a top priority and the principles and behaviors that help us achieve this are:

customer care principles

easy

We make it easy for our customers to do business with us

recognize

We recognize our customers

solve

We never leave the customer without a solution

extraordinary customer care behaviors



Proactively Assist:

Front End Explanation:

- Approach every customer in the aisle (or department) and offer assistance.
- Offer to walk with customers to locate the items they are looking for. Then, ask if there is anything else you can assist with.

Best Practices:

- Ask open ended questions to get a better understanding of what the customer wants.
- Offer customers products/services that can help meet the needs they've told you about, as well as those needs they have not mentioned.



Greet and Thank:

Front End Explanation:

- Say "Welcome to Walgreens" as customers enter the store.
- In aisles, greet customers in a warm, sincere manner.
- Close all customer interactions in a warm, sincere manner. Say "Thank You" to all customers as they leave.

Best Practices:

- Be genuine and personable.
- Adjust your tone based on the situation.



Personalize:

Front End Explanation:

- Adapt your style to the needs of each customer.

Best Practices:

- Recognize familiar customers and address them by name.
- Respond with urgency if a customer is in a hurry.
- Walk at the customer's pace as you walk with them to find product.
- Sincerely thank customers for their patience when appropriate.



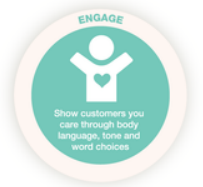
Engage:

Front End Explanation:

- Make eye contact and smile.
- Be aware of your own body language.

Best Practices:

- Respond to customers with genuine interest.
- Be aware of customers' body language.
- Use statements like "Let me find someone who can answer that for you." Avoid, "I don't know."
- Maintain composure when assisting dissatisfied customers.



Solve:

Front End Explanation:

- Find solutions that exceed the needs of customers.
- Apologize for any inconvenience customers experience.

Best Practices:

- When another team member is best suited to help the customer introduce him/her at pass off.
- When an item is out of stock, find a solution that address the customer's need.
- Ask open ended questions to get a better understanding of what the customer needs.



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