

Shauna Walker Young

## Customer Service

A large part of our success can be attributed to our customer service and how much education we provide to our customers. This is not just a sales-clerk position. There is much more to our customer service than selling what is asked for. You will be expected to educate customers as well. Often, they will ask for recommendations. It is so important to get to know all about the products.

Our job is to make customers feel comfortable in our stores and want to stay longer. As soon as anyone walks into the store they should be enthusiastically greeted with **eye contact**..."Hi, I will be with you in a second." If you are in the middle of setting up a customer and you are going to be a while, please take a second and check with the new customer if they just wanted a coil or a bottle of juice. Most times the current customer doesn't mind because they don't want to feel rushed or have someone standing over them impatiently. If the new customer is going to be longer than a minute, you will have to let them know you will be with them as soon as you complete your current sale.

When setting a customer up, it is necessary to turn on any electronics to ensure they are properly working. This includes the charging cable and port. Everything is to be checked to ensure the box and its contents are complete. Our goal is to have the customer using their new vape when they step outside

All mod sales must be opened before customers leave the store. It is important to check all is ok with the mod and the boxing is complete. Unfortunately, we do get duds once and a while and nothing worse than coming home with something new that you can't use.

Sometimes things are missing from the box, even when you just opened it in front of the customer!

If someone buys a coil, ask them if they want it put in now.

If someone buys a bottle of juice, ask them if they want you to fill their tank.

Greet everyone like they are your long lost cousin that you have been waiting to see again!

Please note this advice and put into practice in your stores. It will save a lot of heartache in the future for everyone.

Understand, these customers are fighting a strong addiction. They are going to be frustrated, angry and confused. You need to guide them because they are in unfamiliar territory.

When setting up a customer it is important to explain many things. Not only about how to use the product they purchased, but also what to expect.

You can be sure one of the issues customers have when starting is withdrawal. They think because they are getting nicotine, they should not feel the anxiety and frustration of quitting smoking. They need to understand they will still suffer withdrawal! Their body is still missing the other 4999 chemicals that come with combusting a cigarette. Their body is used to those as well, so, even though they get nicotine, they need to understand they will still feel those feelings.

Let them know every cigarette NOT combusted is a win.

Let them know they shouldn't feel defeated if they have a cigarette! I tell them my mother started

vaping but it took her a while to get rid of that morning cigarette. But eventually she DID. Remember every cigarette not combusted is a WIN. Some people would come in and tell me they were going to finish their last pack and then start vaping. I ask if they mind a little advice from me. Most say sure. I tell them I have seen success with people starting vape and having some cigarettes available so if they have a weak moment, they are not running to buy a whole new pack just to satisfy this moment. It is calming to know you have back up. Even if you don't use it. Many come back and tell me they didn't even need them.

Also, be clear that they may need some tweaking with their equipment. Maybe they would need a different level of nicotine, or need a different ohm coil. Different air flow or temperature. Let them know there are many things you can change that could help. Tell them not to feel defeated if they feel it is not working. Tell them if they feel that way to come back and we can look at those other possible changes to make it more personal to them. Please be sure to stress what to expect with the coils. Of course, initially they will be trying their new vape with you, there, because you have set them up and shown them how to use it. If you can, step outside when they are trying it for the first time. It is a good time to check temperatures for them and air flow settings. They need to know after a few days they may need to change the coil. I tell people I don't like to give specific timelines for the life of a coil. It is so VARIABLE. I say expect anywhere from 1 week to 1 month! There is no set time and you don't want them wasting coils if they don't need to. They will appreciate hearing you say that. I tell customers either they won't be able to get a puff or it tastes like they are licking an ashtray. They will notice their juice doesn't taste the same. That is the time to change the coil...or pod, as is the case more recently. When you send them on their way with all this knowledge, the chances of them coming back very frustrated are less. The more education they get the happier they will be at the time of purchase and after because they won't be surprised. When I set up someone, it usually takes about 30 minutes. If another customer comes in that just wants juice or a coil, they usually understand if I jump over to help the new person, because they know they will be there for a bit getting this education. This is important information that we are sharing. It is for the success of the customer. They are successful in quitting and we gain a loyal customer.

Of course, you have to judge the customer for how much knowledge they can retain. You don't want to scare them. Honestly, the older the customer, the more basic information I give them. I make them practice turning it on and off when I am standing there. Have them take off the tank to show how to change the coil. I need to know they probably won't go home and panic because they don't know how to use it.

Tell customers not to worry, the store is open 9 to 8 and they can come in any time for assistance. I would tell the customer even to come back if they are not comfortable changing the coil. I would do it for them. They appreciate the extra service/ support.

This is very different from the convenience store business. We are more like counselors than sales clerks. This is the level of service we should give.

## **Examples of our Great Customer Service**

"Hi. I Have been coming to your shop on Sackville Dr for a while now. Well my husband has for me 😊;) I came in on Tuesday afternoon as I needed to choose a new Juice brand as the one I had been using is discontinued. I also was having issues with my tank and not being able to get a proper draw off of it.

I asked if maybe it had worn out and was having leaks ect and did I need to replace it. The young man working said it probably needed to be cleaned. He took the time to clean my tank and once that was done he spent another 15 or 20 minutes helping me choose a new juice. I left with a new brand of Juice and a pack of coils 😊:) However what I really left with was the best customer service experience I have ever had. He was friendly helpful and attentive. He could of tried to sell me a new tank and I would of bought one but he did not. What he did do was ensure a repeat customer and I will be sure to recommend you guys to anyone and everyone."

So I went to The Vapour Trail today and received the best Customer Service of life! I have official quit smoking over a month now and no looking back. Today manager Bob helped me take it to the next level and hooked me up with a great Vape. Not only did he let me try all the samples of my juice but he showed me how to change my coils, keep my device clean and lots of great tips all around! He was funny and patient with all my One Million (Austin Powers finger) questions! If you wanna quit smoking this is the place to go! Great Price, Great Service and most important Great Product. Thanks Bob

Exceptional customer service!!

Lacey had a competitors customer call with some questions about the Aspire Plato. This is a product we don't carry as you all know. Lacey went on the computer, researched the product and printed off all the info on the product. She watched reviews and was completely prepared when the customer came in for answers. Please know, Lacey was a non vaper when she joined us less than three months ago. We now have a customer for life, and he has promised to tell everyone he knows that vapes to come to The Vapour Trail, Quispamsis.

Words can NEVER be enough or how many times I say thank you to what you have done for me today and it's the smile I so needed today...I stocked up on your recommendations of my Vapour juices that I so love and I thank Matt for that and the other Matt at the Spryfield Location and thank you for Always saving them for me until I get there...I miss going out to see everyone at the Joseph Howe but I will have a safe car soon and I look forward to the trip because it's Always worth it when I go there...I get the inspiration I need to keep fighting and keep smiling....I will see you again soon and I got wonderful service as always and the savings I got today??. Brought tears to my eyes... So, thank you to everyone at the Vapour Trail locations. See you again soon. ❤️🙏

**What vape shops get these kinds of compliments? We go the extra mile!**