

# 门店顾客服务模拟培训系统介绍

## Store Customer Service Simulation Training System Introduce

上海, 2005.08.23

Shanghai, 2005.08.23

上海辅迅企业管理咨询有限公司

Valuepool Management Consulting (Shanghai) Co., Ltd

## 服务对门店营运到底意味着什么？ What is service for the store operation?

The average basket is RMB52yuan/P, Carrefour Jinan store from Jan. to Jun.2005.  
2005年1月-6月家乐福济南店的人均买单52元/人/次；

Weekly frequency that customers come to Jinan Bus Terminal store is 0.84,  
from Jan. to Jun.2005.  
2005年1月-6月家乐福济南店的人均来客频率为：0.84次/周；

A dissatisfied customer will tell 10 people;  
一个不愉快的顾客会将他的不快告诉10个人；

1个不愉快的顾客1年内会给家乐福带来的损失  
将会是：A dissatisfied customer will make the  
loss for Carrefour in a year:

10人 \* 52元/人/次 \* 0.84次/周 \* 52周 =

**22,713元**

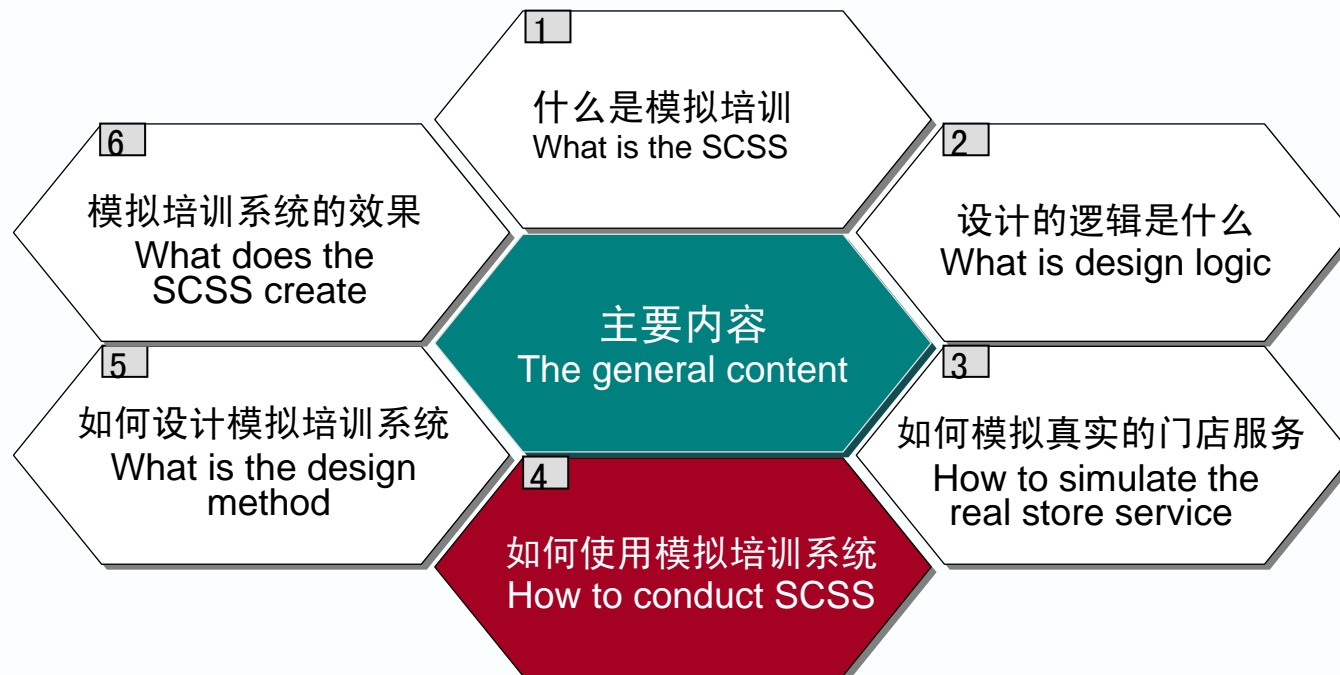
1天平均3个不愉快的顾客1年内会给家乐福带来的损失将  
会是：If there are 3 dissatisfied customer each day,  
then they will make loss for Carrefour in a year:

3\*365\*10人 \* 52元/人/次 \* 0.84次/周 \* 52周 =

**24,870,735元**

# 本次会议的主要内容

## The general content of this presentation

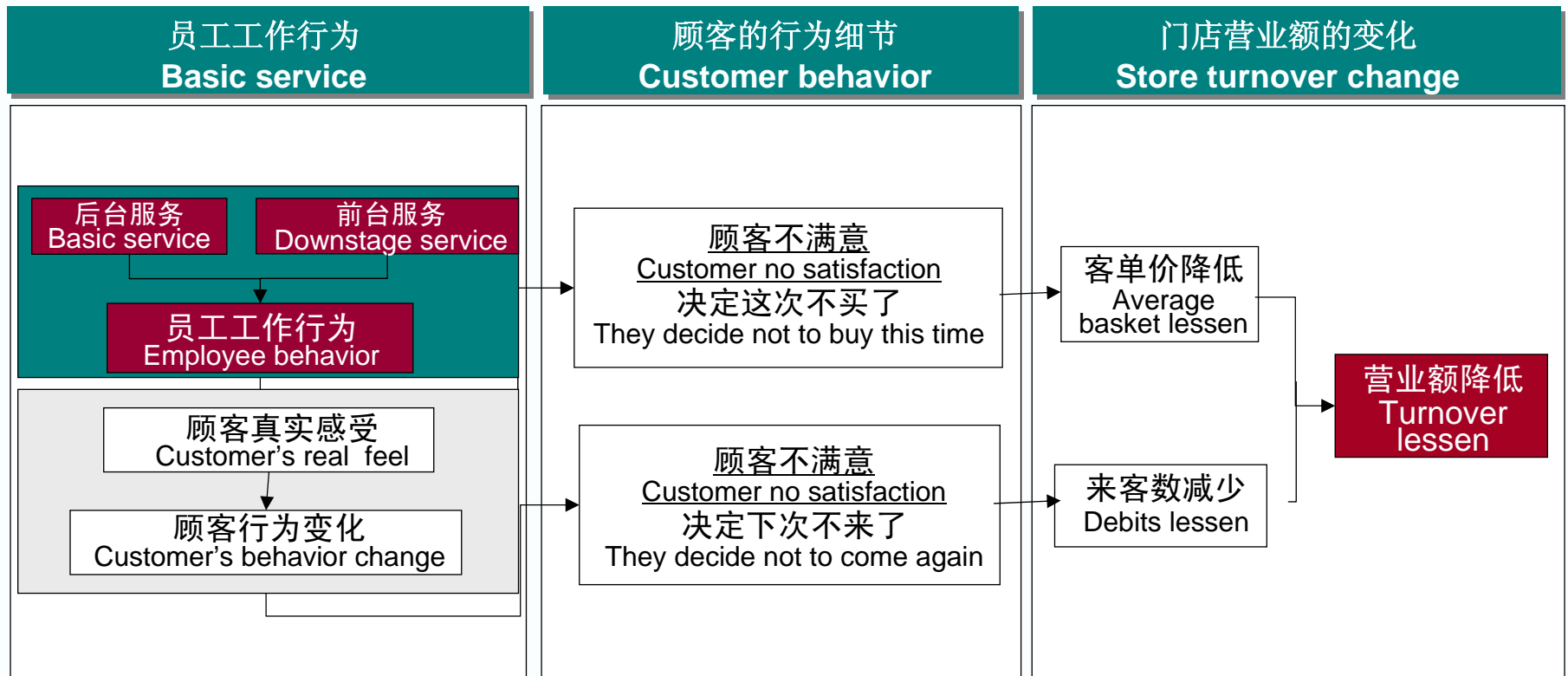


# 什么是门店顾客服务模拟培训系统？

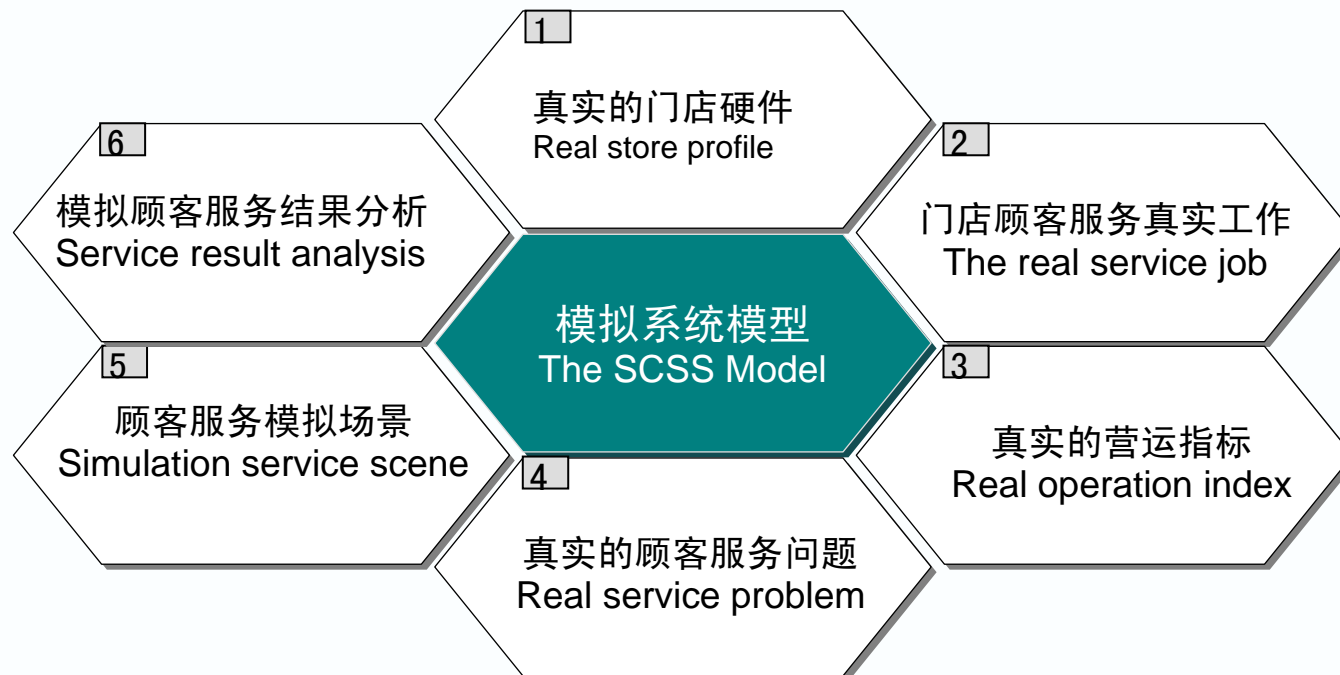
What is the Store Customer Service Simulation Training System?



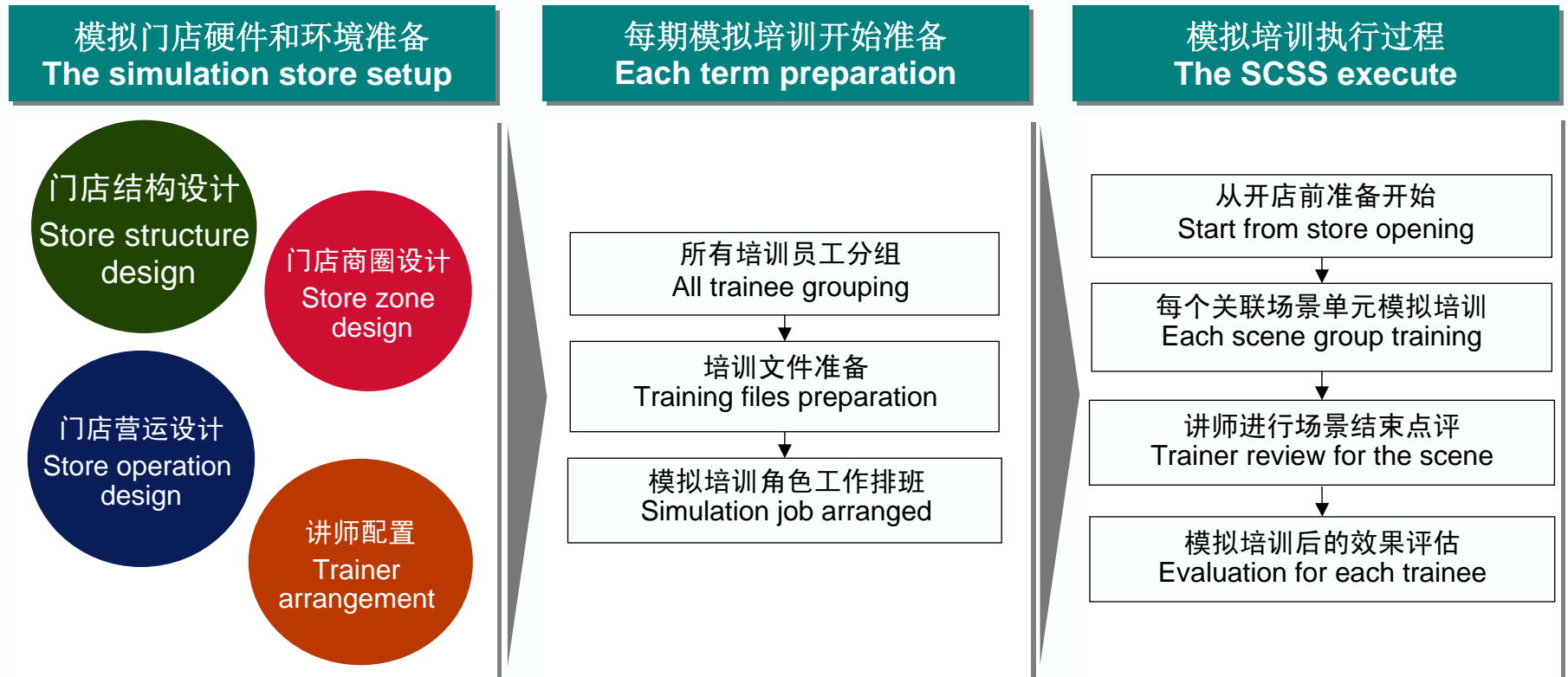
# 用什么逻辑来设计门店顾客服务模拟培训系统？ What Logic will we use to design the SCSS ?



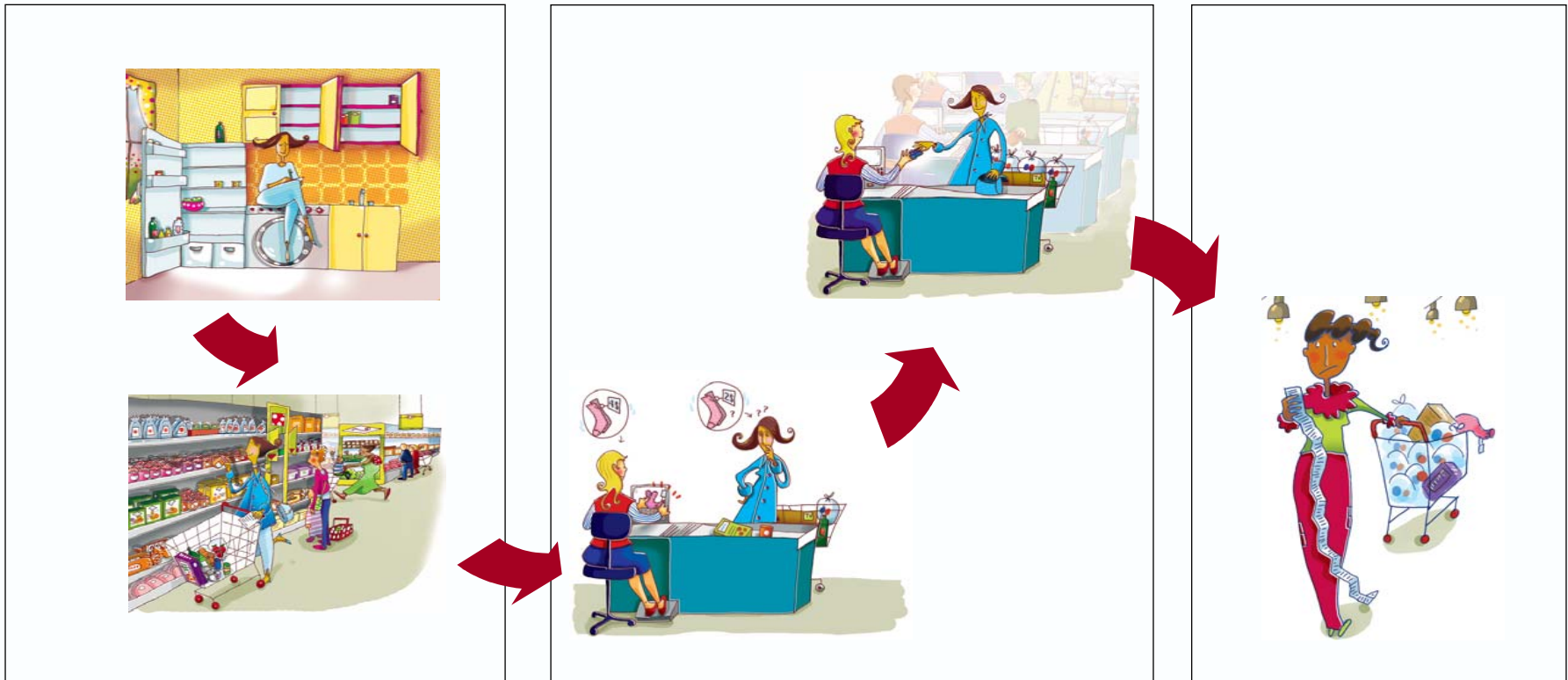
# 如何模拟逼真的门店顾客服务情况？ How will we simulate the real store customer service ?



# 如何利用门店顾客服务模拟培训系统进行日常培训？ How will we conduct the training using the SCSS in daily ?



# 收银员顾客服务举例 For example: Customer service of Cashier





# 收银员模拟场景举例

## For example: the simulation scene of cashier

### 场景1 scene1

顾客问：我购买100个面包，可否提供100个袋子分装？ A customer bought 100 bread, asked for 100 pieces of shopping bags,the cashier should explain to the customer:

收银员应向顾客解释：我们只提供适量的袋子以利于您携带所购商品，不再提供更多的袋子。 Cashier should explain to customer. :We only supply enough bags for you, but not responsibility for detach packing.

如顾客仍不满意可以请收银中心人员处理。 Cashier can call the people of cashier center.

### 场景2 scene2

顾客提所购商品出店时，一瓶洋酒从袋子中掉出来落在地上碎了，原因可能是。 A customer took two shopping bags out of store,a bottle of wine drop out of the bag and broken,the possible reason:

**注意：瓶装较重商品没有给足够的袋子**

**Note: Not enough bags for the over-weighted product**

### 场景3 scene3

顾客提全部商品返回店内，告之牙膏不在袋子中。收银员应立即通知收银中心人员，帮助顾客查看顾客遗留物品，但顾客遗留商品中并没有此牙膏。 A customer carried all of the products he had bought back to store, said the toothpaste disappeared, cashier should call the cashier center immediately, help the customer to look over the products be left by someone, but there is not the toothpaste. 收银中心人员应向顾客说明原因，并提醒顾客下次购物注意结帐时清点商品。 Cashier in the cashier center should explain to the customer, and be careful next time.

**注意：装袋过程中应认真仔细，避免露装  
note: should be earnest and careful ,avoid forgetting to encase into the bag**

# 模拟场景录像片段 The video bitty of simulation scene



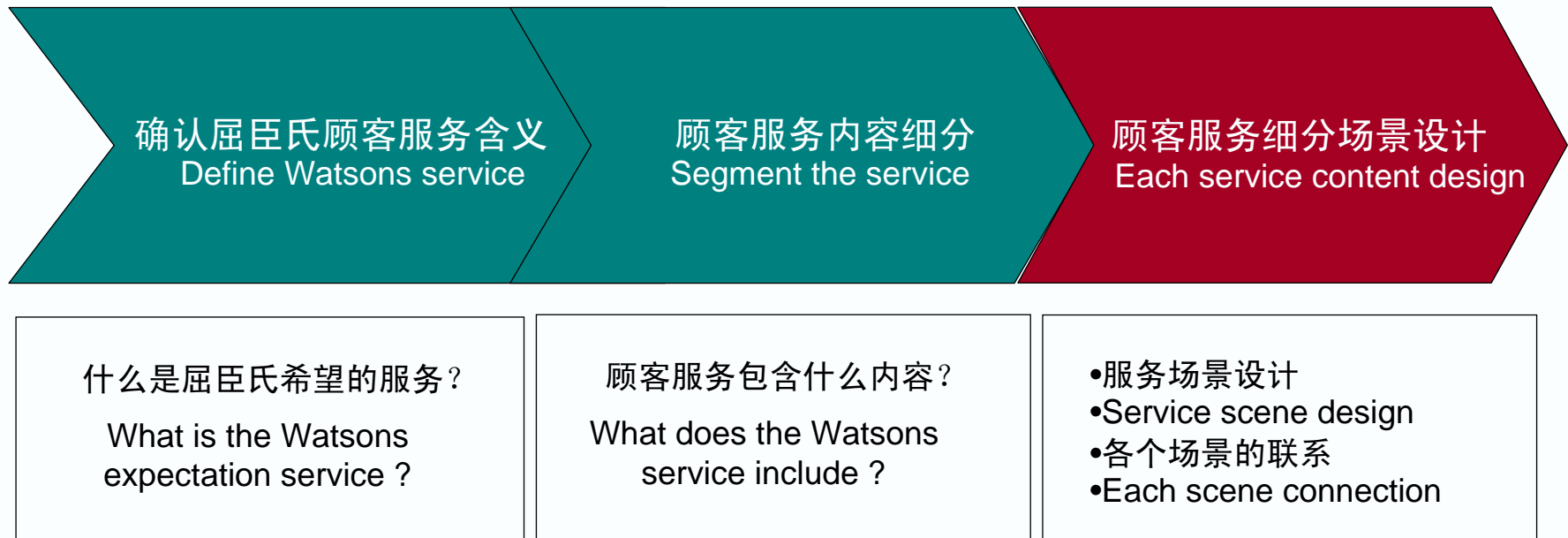
好的态度 (手势,用词,友善和礼貌) FRIENDLY ATTITUDE (GESTURE, WORDS, KINDNESS, POLITENESS)	(女) 化淡妆 LIGHT MAKE-UP FOR HER:
使用礼貌用语 USE POLITE PHRASES	(男) 不留胡子 CLEAN SHAVE FOR HIM:

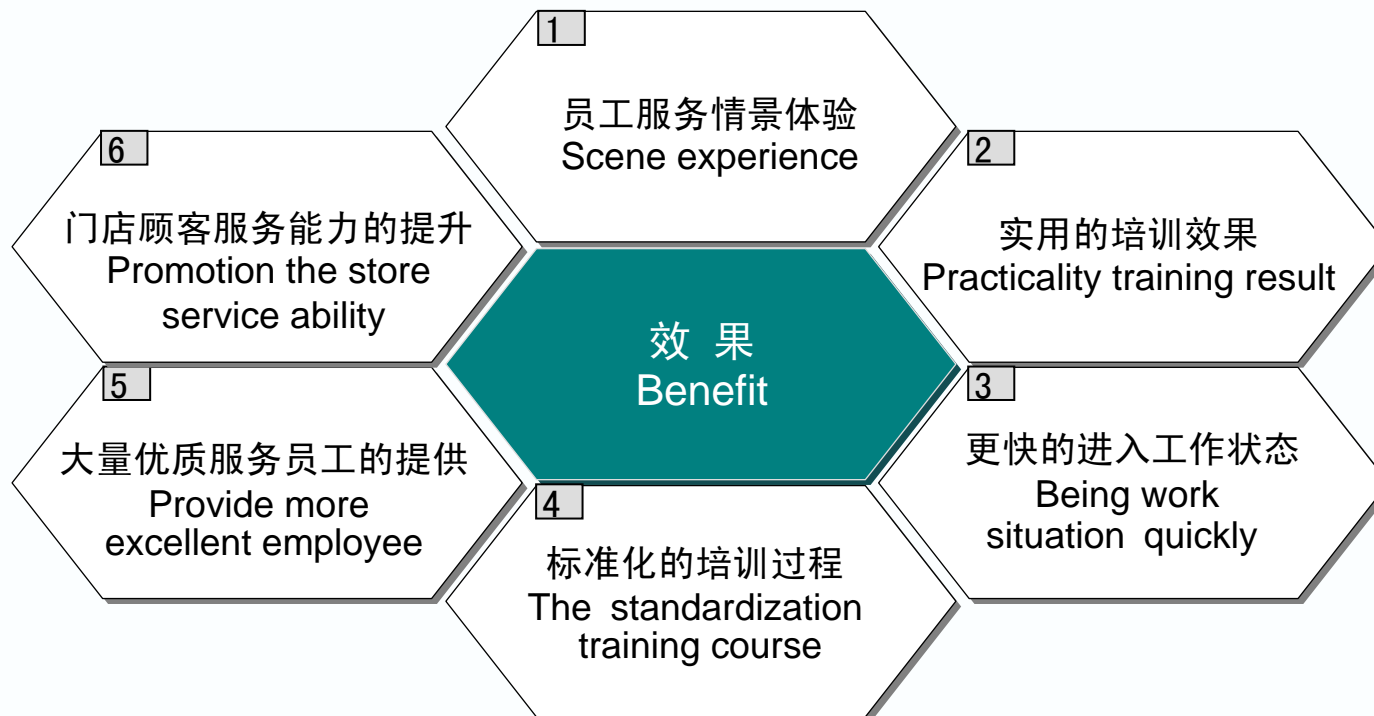
头发清洁且梳理整齐 CLEAN HAIR WELL COMBED	标有部门, 姓名的 整洁工牌, 干净 的制服 CLEAN BADGE WITH NAME AND DEPT. CLEAN UNIFORM
面带笑容 不嚼口香糖 BIG SMILE WITHOUT CHEWING GUM	干净的手 和指甲 CLEAN HANDS & NAILS

An illustration of a female staff member. She is wearing a red blazer over a white shirt with a purple and white striped bow tie. She has a friendly smile and is wearing a name tag. Her hands are clasped in front of her.

# 如何设计出适合屈臣氏的门店顾客服务模拟培训系统？ What method will we use to design the SCSS of Watsons ?



# 门店顾客服务模拟培训系统能带来什么样的效果？ What benefit will SCSS create for Watsons ?



# 我们在零售业顾客服务和培训领域的经验和研究举例

## The case of our experience in store customer service and training



感谢您的关注！  
Thanks your attention!