

BE A DOUBLE BAGGER

by *Linda Richardson*

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Are you a no bag, one bag, or two bagger?

The “bags” are a metaphor for the level of customer care and how proactively you treat your customers — to help and keep them.

To define the categories, consider this situation in which a customer is making a purchase at a cash register. The “no bag” customer service person generally rings the sale up slowly, talks with a colleague, and asks if the customer wants a bag — which the customer may be expected to fill him/herself.

The “one bag” customer service person rings the customer up, goes through the motions, and places light or heavy items in one bag, even if the bag may not be strong enough or may be too heavy for the customer to comfortably carry.

The “two bag” customer service person greets and welcomes the customer with a smile, efficiently and accurately processes the order, and

without the customer asking, suggests a double bag for the customer’s convenience.

The “bag” mindset among customer service professionals is contagious. If you are a “double bagger,” you usually aren’t alone. And sadly, if you are a “nobagger” or a “one bagger,” you also aren’t alone.

In our experience, only 3 in 10 customer service professionals are double baggers. Double baggers stand out and help make the customer experience and after the customer’s day a little better. They are exceptional and usually grow and advance in their jobs.

If you work for a company that is passionate about “double bagging” to create an exceptional customer experience, you are very lucky. If you don’t, you can be the one to start the double bag care. Regardless of what you do, the “bags” are in your hands. It is up to you:

1. Greet each customer to let him/her know you appreciate his/her being there.
2. Smile and use words such

as “Good morning” “Hello.” If face-to-face, please make eye contact.

3. Give your full attention to the customer, (i.e. do not talk to colleagues, drink or snack ...).
4. Take ownership for helping — “Let me help you withthat.”
5. Be accurate and efficient.
6. Ask if there is anything else you can do.
7. Think ahead to find a way to add value (offer the second bag or whatever the equivalent is in yourcompany if possible).
8. Thank every customer for his/her business every time — be the last one to say thank you, even after the customer thanks you.

