

Shady Acres Pet Ranch Customer Service Manual

Mission Acronym for Shady Acres Pet Ranch

In everything we do at Shady Acres Pet Ranch, we strive to embody our Mission Acronym:

P - Professionalism

U - Urgency

P - Passion

S - Service

We are in the business of caring for the people in our community's most valuable family members! Providing the highest level of customer service to every client is essential to deliver the "peace of mind" we aim for. Studies show that businesses lose customers over service-related issues 4 to 1 compared to price concerns.

During this training, we will explore simple ways to make every customer interaction meaningful and positive. Customer service training is important for all employees, not just those working the front desk or answering phones. Whether you encounter clients in the parking lot, lobby, or during any part of your shift, every interaction counts.

Excellent Customer Service at Shady Acres

Excellent customer service involves meeting and surpassing expectations. It means showing clients how important they are by interacting with them in a friendly, helpful, and positive way, ensuring that their overall experience with Shady Acres Pet Ranch is outstanding.

Your "ENERGY" introduces you before you speak. A client can sense your energy through your walk, facial expressions, and overall demeanor. At Shady Acres, regardless of how the day is going, all employees are expected to display professional body language and communicate positively when interacting with clients.

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SECTION I: The Extra Touches

- Greet each client warmly as they enter.
 - Communicate updates about their pet at pick-up, highlighting how the pet enjoyed their stay.
 - Share text updates during the pet's stay if possible.
 - Return dogs to their owners at the end of the day in excellent condition – clean, free of cuts or scrapes, and with all belongings intact.
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SECTION II: Customer Service

Customer service must:

- Originate from our values system.
- Apply to every client interaction.
- Be intentional and consistent.
- Create positive experiences.
- Be flexible yet professional.

Greeting Salutation

When a client walks into the lobby, even if you are engaged in conversation with another staff member, pause to greet the client.

1. **Initial Greeting:** Say “hello” as they enter.
2. **Further Interaction:** As they approach the front desk, ask, “How can I help you today?” or “Are you here to pick up or drop off?”

If you’re not the designated front desk staff, you can still acknowledge the client by saying, “Good Morning/Afternoon! How are you today? Someone will be right with you.” This first interaction will set the tone, so make it positive.

Departure Salutation

As clients leave, send them off with a warm farewell:

“Have a great day!” or “Take care!”

What we DON’T say:

Client Says:

“Thank you”

Never Say:

“Yep” or “No problem”

Do Say:

“You’re welcome!” or “Of course!”

SECTION III: Intake of Pet

During intake:

- Allow clients time to provide feeding and medication instructions without interruption. Avoid removing the pet until the owner has had time to complete check-in and say goodbye.

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For clients who are emotional about leaving their pet, reassure them of our commitment to caring for their beloved family member. Project confidence and friendliness to help ease their concerns.

Steps for a smooth intake:

1. Approach the client and pet with a smile.
2. Introduce yourself and, if needed, ask the pet's name.
3. Engage briefly by complimenting the pet or noting any distinctive traits.

When taking the pet, do so gently. If a dog is reluctant to leave the owner, reassure the client and request they step out for a moment, allowing the dog to follow more easily.

SECTION IV: Rules for Intake of the Dog

- Smile.
 - Introduce yourself.
 - Greet the pet.
 - Allow the client to say goodbye.
 - Escort the pet calmly from the lobby.
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SECTION V: Communication with Owners

When clients pick up their dogs, they often want to know about their pet's experience. If the pet enjoyed time with other dogs, mention their "friends" by name, showing that you've paid attention. This detail helps owners feel that their pet was noticed and appreciated. If the dog was a bit shy or took time to adjust, be honest in a positive way. If you're unsure about specifics, consult with a manager to provide accurate feedback.

Helpful Phrases for Specific Scenarios

- **If the dog is shy and nervous:**
"He's still getting used to it, but he's improving."
- **If the dog didn't make friends:**
"He hasn't found that special friend yet, but he did well with the staff."
- **If the dog was very bold:**
"He has a big personality!"

If there's a genuine issue, such as behavioral challenges or extreme nervousness, the manager should handle these discussions with the client directly.

SECTION VI: Returning the Dog to the Owner

When returning pets, bring out their belongings first, then the pet. This approach helps the client manage their items and the pet comfortably.

Allow for an enthusiastic reunion between client and pet but stand by to help if needed. A friendly remark about the dog's behavior or appearance (e.g., "He is such a sweet dog!") is a nice touch to end the visit. If a client seems unhappy for any reason, ask if you can assist and, if necessary, involve a manager.

Since the dog has not seen the owner in a while, there will often be an excited reunion.

Allow the client to handle the behavior of the dog (for example, saying "No!" if the dog jumps) and stand quietly while the owner fusses over the dog. The inner "dog handlers" in us will cringe but remember these are pet owners who truly missed their dogs! When everything has quieted down, smile at the owner and say something nice about the dog, such as "He is such a sweet dog," or "She is the most beautiful Poodle I've ever seen."

If you visually see that the owner is NOT happy about their dog jumping on them, you can gently pull the dog off of the client and not allow him / her to climb or jump on client.

SECTION VII: Crisis Communication Protocols

In the case of unexpected incidents (e.g., pet injuries, equipment malfunctions, difficult client interactions), please follow these steps:

1. **Stay Calm and Composed:** Ensure the safety of the pet and people involved.
2. **Notify the Manager:** Immediately inform the manager on duty.
3. **Transparent Communication:** Communicate openly and empathetically with the client if they are impacted, provide reassurance that we are addressing the issue.

SECTION VIII: Handling Client Complaints

If a client is unhappy for any reason, here are steps to handle the complaint effectively:

1. **Listen Actively:** Let them speak without interruption and ensure you understand their concerns.
 2. **Acknowledge and Thank Them:** Acknowledge their concerns and thank them for sharing feedback.
 3. **Offer a Solution or Escalate:** If appropriate, offer a simple solution; otherwise, involve the manager to discuss the issue further.
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SECTION IX: Client Follow-Up and Feedback

Follow up with clients, especially if it was their first visit or if their pet had a challenging experience, to see how their pet is doing post-visit. This could be a simple call or email. Encourage clients to provide feedback, and reassure them that we value their input to continuously improve our service.

SECTION X: Positive Reinforcement for Staff

Team members are encouraged to share positive client feedback with each other and recognize each other's contributions. Building a supportive environment among staff reinforces our commitment to excellence and helps foster team morale and collaboration.

Closing Statement

At Shady Acres Pet Ranch, every team member plays an essential role in creating a welcoming, safe, and enjoyable environment for both pets and their owners. Each interaction leaves a lasting impression, and we are committed to making those impressions positive.

By embodying professionalism, urgency, passion, and service in all that we do, we not only meet but exceed the expectations of our clients. As we continue to learn, grow, and support one another, we reinforce our dedication to delivering the highest standard of care to those we serve. Thank you for your commitment to excellence and for being an integral part of the Shady Acres family.