

# **Customer Service** **and** *Seller Central*

Brian J. Brewer

**Sports Endeavors, Inc.**

# Sports Endeavors, Inc.

*To be the world's leading authentic grassroots soccer and lacrosse and rugby company, building strong relationships in a vibrant, creative and ethical environment.*

*To inform, inspire and innovate.*

- \* 1984: Sports Endeavors, Inc is founded in Durham, NC. Eurosport catalog is created.
- \* 1989: The Passback Program is established.
- \* 1991: The company moves to its current headquarters in Hillsborough, NC.
- \* 1994: Great Atlantic Lacrosse, the second catalog for Sports Endeavors is born.
- \* 1994: The company's websites, SOCCER.COM and LACROSSE.COM, are launched.
- \* 2000: Team Eurosport is introduced.
- \* 2002: KeeperSport is launched.
- \* 2005: Partnered with 365 Inc. adding over a dozen websites and the sport of rugby to our endeavors.

TEAM

AEROSPORT

FUTURE STARS

KEEPERSPORT

Español

0 Items | \$0.00

# SOCCER.COM

SINCE 1984

Español

adidas f50 adizero trx  
order now >

adidas predator lz  
order now >

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WOMEN YOUTH APPAREL EQUIPMENT FIELD/TRAINING FOOTWEAR GIFTS GOALKEEPING REPLICA TEAM SALE

SHOP BY COUNTRY SHOP BY CLUB SHOP BY PLAYER SHOP BY BRAND SHOP BY POSITION PHOENIX RUSH

SIGN-UP TO RECEIVE DEALS VIA EMAIL SIGN-UP!

## DOUBLE CLÁSICO WEEKEND

CRUZEIRO vs AMERICA

PUMAS UNAM vs CHIVAS

SUNDAY, SEPTEMBER 23

### SOCCER.COM

SINCE 1984

#### EUROSPORT

**\$2.99 SHIPPING!**  
on orders of \$100 or more.  
Use Source Code 1SHIPIT  
See back cover for details.

ignite your game  
SOCCER.COM/FOOTWEARHUB

OUR CHAMPIONS  
Get your official gear  
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1-800-934-3876

Save for life!  
The sooner you join, the more you save!  
See soccer.com



SHOP PUMAS >>

SHOP CHIVAS >>



Unleash  
adidas predator lz trx fg

Club Lax Members take an ADDITIONAL 10% OFF!  
See back cover for details. Offer good on orders of \$100 or more. Use Source Code 1SHIPIT. See back cover for details.

**GREAT ATLANTIC**  
CROSSE COMPANY  
NOVEMBER 2007

**N THE FLY**

CHECK OUT THE NEW TEAM GEAR & EXTENDED TEAM SECTION  
SEE PRICES ON PAGE 2 FOR MORE DETAILS.

NOT A MEMBER? JOIN TODAY, AND YOU CAN RECEIVE AN EXTRA 10% OFF!  
SEE ABOVE OR PAGE 2 FOR MORE DETAILS.

1-800-934-3876  
**Lacrosse.com**  
THE MOTHER OF THE GAME

SOCCER.COM SINCE 1984

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Save for life!  
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Fernando Torres

Service

Consistency

Communication

# Service

- \* Your Organization's General Policies
- \* Get Everyone On Board
- \* Make Sure the Customer Knows
- \* Follow Through

# Consistency

- Order processing/fulfillment:

- Inventory levels
- Fulfillment processes and shipping expectations

- Communication:

- Use the correct greeting on every call
- Use friendly terminology on every call
- Always ask that customer, “Is there anything else I can assist you with?”
- Use proper opening and closing on emails

# Communication

## Phone Calls

- Makes customers feel like you are genuinely interested in trying to assist them
- Use the customer's name... often
- Look for a nice thing to say on EVERY CALL
- Speak with a SMILE in your Voice
- Maintain a high energy level in your voice

## Emails

- Use a helpful subject line
- Respond promptly
- Personalize the response
- Answer all the questions on the first contact
- Solve the problem
- Be polite, positive and personal
- Write clearly and concisely
- Proofread!
- Make it easy for the customer to contact you

# Conflict-Resolution

- Hearing vs. Listening (Reading vs. Comprehending)
- Acknowledging the Issue
- Taking Action



# Conflict Resolution

## ○ Hearing vs. Listening

- Hearing is the physical act of noise coming through your ears. Listening is the emotional act of understanding what the customer is really saying.
- Connect with the customer, person-to-person, despite their attitude. After the connection, get to the facts.

Dear Mr. Johnson,

Thank you for your email. Let me first apologize for the inconvenience.

I understand your frustration in not receiving the product that you ordered from our company and that it was needed for a game this upcoming weekend. It is always our goal to make your experience the best that it can be, and in this situation, we did not do that.

# Conflict Resolution

## ○ Acknowledge the Issue

- Failure to acknowledge the pain is a clear indication that that the customer wasn't heard. Always acknowledge the customer's complaint.
- Be empathetic to their problem. Their anger will not subside and they won't hear the solution you are putting into place.

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# Conflict Resolution

## ○ Take Action

- Clearly communicate how you are going to solve the problem
- Put the focus on the steps you will take to remedy the problem.
- Do whatever you can in your power to positively affect the customer's experience.
- Assure the customer of the steps you will take to prevent the problem from reoccurring in the future.
- Make sure that a solution is actually put into place.

Part II

# The Next Level

**...An in-depth look for Amazon Sellers**

Consistency

Communication

Conflict Resolution

**...An in-depth look for Amazon Sellers**

# Consistency

## ○ Inventory levels

- Set an attainable inventory threshold to covers all orders - Finding the right threshold amount
- How to meet and exceed Amazon's < 2.5% cancellation rate
- How to handle a Not-in-Stock situation

## ○ Fulfillment and Shipping Expectations

- How can latency settings help you
- Under promise and over deliver
- How to meet and exceed Amazon's < 4% late shipment rate
- Stick to Amazon's 97% "on time delivery" score

# Communication

- Communicate to avoid negative feedback and/or a-z claims
  - Respond promptly
  - Answer all the questions on the first contact
  - Solve the problem
- Go above and beyond to improve your feedback score
  - Let your remedy and service “blow the customer away”
  - If applicable, ask the customer if they wouldn’t mind raising your score
  - Let them know how it affects you
  - Feedback and Seller Support

Dear Amanda West,

Thank you for choosing World Rugby Shop.

While reviewing your correspondence with our previous representative, I saw that the email needed a bit of clarification. We apologize that you received an item other than what you ordered on the Amazon site. There seems to have been a matching issue on the Amazon site which caused the wrong image to be added to the product you purchased. The image has been corrected to ensure this error does not occur again in the future.

We do understand your frustration and would like to send you a replacement item at no charge. The order has been shipped and should arrive to you, via Overnight shipping, on Monday, October 1<sup>st</sup>. In addition, a prepaid UPS return label will be included within the replacement order which will allow you to return the item back to us at no charge. We ask that you drop the package in a UPS box or store location at your convenience.

Again, we apologize for any inconvenience this has caused. We always try our best to provide legendary customer service on each order and it seems that your experience did not meet this standard.

If there is anything I can do to improve your experience, please let me know by replying to this email or by calling 1-800-874-1001.

Thank you,

Brian B.

World Rugby Shop

1-800-874-1001

Answer all questions  
on the first contact

Solve the problem

Communicate  
to avoid  
negative  
feedback



# Conflict Resolution

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When you ordered the product on our site, it was available, but before we the order downloaded into our system, the item began selling faster than we could update our inventory. We are working to increase the number of times we update this inventory to ensure that this situation doesn't occur again in the future.

Since the item you ordered is no longer available and did not ship, you were not charged for the merchandise.

Please take a look at item 6544 or 8709 to see if it would work instead. If you would like either of these items, please feel free to give me a call at 1-800-487-7253 to place a new order with free ground shipping. If neither of these works, we would still like to offer you free ground shipping on your next order with us. It can be accessed by calling our 1-800 number above and accessing your order customer number 1234567.

Again, we sincerely apologize for any inconvenience this may have caused you.

Please feel free to reply back to this email or call 1-800-487-7253 with any questions or concerns.

Thank you,

Brian B.

Eurosport, The Fabled Soccer Traders

Hearing vs. Listening →  
(Reading vs. Comprehending)

Acknowledge the Issue →

Take Action →

# Recovering from Removal

- Make corrections where you can
- Look for ways to reduce the impact on the customer
- Implement a policy, procedure or program that will prevent the problem from reoccurring
- Contact the customers that might be affected
- Contact Amazon to let them know:
  - The corrections you made
  - How you reduced the impact to the customer
  - The policies, procedures or programs to prevent a reoccurrence
  - Your contact to the customer