

Silver Fox Florist: Original Explainer Video Script (Changes were made to the final Vyond video)

1. "Hello! My name is Sonya, and we are at Silver Fox Florist today to talk about the importance of Great Customer Service.
2. We know that our business is selling beautiful arrangements for every occasion, but customer service is how we get those sales and keep customers coming back again and again.
3. We all have different parts to play here at Silver Fox, but customer service is our number one priority.
4. The customers in the store and on the phone are vital to our business. According to the Netomi Pulse Report, 77% of respondents say that customer service is critical to getting repeat customers. According to Zendesk, 50% of customers will switch brands after one bad experience and 80% will switch brands after two bad experiences.
5. So, how do we do this? It is with a few simple changes that we can all start doing right now.
6. There are 4 things we are going to improve upon today, starting with greeting every customer who comes through our doors, approaching every customer and asking questions to see how we can meet their needs, being available for every customer, and thanking every customer for coming into the store and calling whether there is a sale or now.
7. Why are we doing this? Great flowers plus great customer service equals brand loyalty and the customer for life. And that brand loyalty will lead to increased sales.
8. Step 1 is the greeting. A simple "Welcome in!" or "Welcome to Silver Fox" goes a long way to helping our customers feel seen.
9. Step 2 is being available. We all have work to do, but the customer in our store is our number one priority. Every customer should be approached with enthusiasm and asked how we can be of assistance to them.
10. Step 3 is our tone of voice. Smile. Show enthusiasm when you approach each customer. Ask them questions about what they are looking for and offer suggestions. Remember that your tone of voice tells the customer whether you want them to be in the store or feel like they are an inconvenience.
11. Step 4 is thanking every customer who comes through those doors whether or not they make a purchase or place an order. Showing that we are happy to see them and welcoming them, into the store is vital to encouraging customers to keep coming back.
12. So there you go- 4 simple steps that can help us improve our customer service and lead to increased sales.
13. Let's recap- Greet every customer, approach every customer, be aware of your tone of voice when speaking to customers, and finally thank them for coming in.
14. That's it. Four simple things we will all start doing to improve our customer service, increase our sales, and improve our brand loyalty.
15. Thank you for being with us here at Silver Fox Florist, a great place to bloom!