It’s part of our promise to consistently provide our customers with exceptional service. After all, they could order from anywhere! What will make them choose us?

Every aspect of a customer’s order matters: from a great order-taking experience, to successful pizza making and order-routing, to an order’s timely delivery. Don’t rush a customer off the phone so we can start making their order: focus on the small moments of service you can provide that will make them feel like they are in great hands!

And remember - Customers can hear your smile over the phone!

**EXERCISE #1: FRIENDLY PHONE GREETINGS**

**STEP 1**  
Trainer: demonstrate your store’s phone greeting

- Use phone scripts if you use them in your store
- Offer advice or personal stories that will remind the trainee why it’s important to give any customer, on the phone or in the lobby, our full attention. Never make customers feel like they are bothering you when they call to place an order.

**STEP 2**  
Trainee: demonstrate your friendliest phone greeting

  Trainer: Offer feedback

**EXERCISE #2: HELPING CUSTOMERS WHEN YOU’RE BUSY**

**STEP 1**  
Putting a customer on hold

  Trainer: Explain your procedure for putting customers on hold

  - No matter how busy you are, or how many lines are ringing, you have to maintain a great attitude.
  - Only put people on hold if there are more lines ringing than people to answer them. Everyone in the store should be answering phones!
  - If you need to put someone on hold:
    - Answer the phone with a smile
    - Ask customers if it’s okay to put them on hold
    - When you return to the call, apologize for having to place them on hold

  Trainee: Practice putting a customer on hold

  - Trainer—pretend to be two customers calling back to back
    - Say, “Ring. Ring!”
    - After the trainee answers with a friendly greeting, at some point, say “Ring. Ring.” again.
  - Trainee—answer the phone with a friendly greeting, and then handle the second call properly.

  Trainer: Offer feedback
STEP 2  Balancing the customers on the phone with customers in the lobby

Trainer:

- Explain that there will be times when the phones are ringing and customers are entering the lobby.
- Make sure customers know they’ve been acknowledged and you will be right with them. There is nothing worse than making a customer feel ignored or unimportant.
  - Make eye contact
  - Nod / Smile
  - Make a gesture that lets them know you’ll be right with them

Trainee:

- Time to practice acknowledging a customer entering the lobby!
  - Trainer— walk into the store while the trainee pretends to be on the phone and see how the trainee reacts.

EXERCISE #3: WOW-ING THE CONCERN ROLE-PLAYS

Trainer:

- Explain that it’s important to practice customer situations before you have to handle them in real-time.
- Handling tough situations can be stressful, but if you’re prepared, it helps to make it better for both you and the customer.
- Remind the trainee of the 3 steps to “Wow-ing” a customer concern that he/she just learned about in the online module, and share your own experience wow-ing customers.

STEP 1  Trainer demonstrates how to WOW a concern

Trainee:

- Play the role of a customer calling the store with a complaint.
  - The driver dropped off your pizza and left.
  - When you opened the box, you realized it was the wrong pizza.
  - You’re late for a meeting and can’t wait for another to be delivered.

Trainee:

- Answer the phone and handle the situation like you normally would

STEP 2  Trainee practices WOWing concerns on the phone

Trainee:

- Play the role of a customer calling the store with each of the scenarios below.

Trainee:

- Answer the phone and handle the situations using the appropriate procedures—and stay friendly!

Scenarios:
- Customer ordered a 2-liter of Coke and it wasn’t delivered.
- Customer received a pizza that was over baked.
- Customer received an order that has a hair in it and is very angry.