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SMARTSOLUTIONS

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President's Message

Has the wind changed directions in your business? We hope for the better.

It's been a busy time for us at BNA with the new CHIP & Pin Legislation coming into effect. You've probably noticed that the majority of retailers have made the switch. Have you? If not, give us a call – we can help. And in the meantime, enjoy this month's tip sheet.

Wishing you good business!

Matt Moore

15 Things Retailers Should Never Say - Negative Customer Service Phrases to Avoid

October 2009 Issue

Think you're stuck with your current transaction supplier because it costs too much or takes too much time to change? Think again. At BNA we take care of all the details for you. Simply let us know you'd like to install the most secure transaction services in your business and we'll take care of the rest.

BNA believes that your customer's experience making a payment creates a lasting impression for your company. We have the most competitive rates with the best technology, making BNA the best solution for your company.

Let our savings increase your profitability TODAY!

Contact Us

We all know that tone and language are highly important when it comes to good customer service, but many retailers still use phrases that may give the wrong image and negatively impact our customers' shopping experience.

The following phrases used in a customer service setting can kill a sale and possibly lose a customer. Here are some sayings retailers should avoid.

1. I Don't Know

Customers don't expect retailers to know everything, but when it comes to answering a product question or other inquiry, they do expect the salesperson to be confident enough in their knowledge of the business to provide an answer.

Better: "That's a good question. Let me find out for you."

2. All Sales Are Final

Your shop's policy may not allow returns on clearance merchandise or other items. It's fine to let the customer know this, but retailers need to be flexible and allow a return or exchange against company policy if it comes down keeping a customer.

Better: "Let us know if you're not satisfied and we'll make it right."

3. Calm Down

There may not be a more infuriating phrase in customer service than this one. If a customer has reached a boiling point and is ranting away, the best thing to say is nothing. Let the customer finish. Once he or she has gotten everything out, they will begin to feel better and may be more receptive to a solution.

Better: "I apologize."

4. Did You See Any?

If a customer asks for a particular item you carry, chances are he/she already looked for it and didn't see it. This could mean it's out of stock or possibly still in the stock room. Even if they haven't looked for it yet, the best customer service would be to either take them to the product or go get it for them.

Better: "Yes, we stock that. I'll go see if we have any."

5. We're Closed

At the end of the day, the last thing a closing-shift employee wants to do is allow a shopper in after hours. Before turning away a potential sale, keep in mind that either the customer doesn't know the store hours or possibly the customer's doesn't know what time it is. Neither is a reason to be abrupt.

Better: "We close at ___ o'clock and reopen at _ o'clock. Is there something I can quickly help you with now?"

6. Will That Be All?

Not many customers would find anything negative about this phrase. However, not only is it overused but the retailer is passing up a sales opportunity.

Better: "Did you see our ___ that goes with this?" or "Have you tried ___?"

7. It's Over There

We've all heard this bad customer service phrase used by the busy or indifferent sales clerk. Sometimes they may point in the general direction. Other times they don't even lift their head to acknowledge the shopper. Make sure all store staff knows using this phrase is a big no-no.

Better: "Follow me, I'll show you right where it is."

8. I Can't Do That

This is another negative customer service phrase that should be banned

from all store staff. Either empower the employees or train them to take issues to a supervisor or store management.

Better: "What I can do is ____."

9. That's Not My Department

It may be true, but it is also definitely something a customer doesn't want to hear. Retailers should train their staff to be familiar with all areas of the store operations or at least understand who to contact for help in various departments.

Better: "I'll be happy to get you to the person who knows more about that department."

10. We're Out of That

It's inevitable that a store will run out of a product and customers know this. Unless you let the customer know if and when it will be restocked, they will probably go buy it elsewhere. Be proactive and offer to contact the customer when it's back on the shelf. Don't ask them to call you.

Better: "That item is currently out of stock but will be back in on _____. Can I get your name/number and call you when it comes in?"

11. It's Against Our Policy

In today's competitive market, retailers can't afford to be inflexible. It is important to have store policies but it's more important to keep a customer satisfied. Use this phrase only when you feel a policy is being abused.

Better: "Our policy is ___ but we want to make this right. This is what I can do..."

12. I'm New Here

For some reason, many new staff members think this customer service phrase let's them off the hook. The customer doesn't care if you're new. He/she only wants to deal with someone who knows what they're doing and can get the result they want.

Better: "Please bear with me and I'll get you the help you need."

13. Hold On

This customer service phrase, and all of its variations, should be non-existent. There is a much softer way to say essentially the same thing without infuriating the customer.

Better: "Are you able to hold for a moment?"

14. I'm Busy Right Now

Have you ever said, or heard, the following? "If it weren't for customers, I could get some work done." If you are in retail, chances are you've at least thought it. The truth is, without customers retailers wouldn't have a job.

Better: "I'd be happy to help you."

15. You're Wrong

No, customers are not always right but retailers should never tell them they are wrong. Never. The best course of action is to simply assume the blame.

Better: "I think there has been a misunderstanding."

Special Promotions

Online Tutorials

Check out our new online tutorials at www.bnasmartpayment.com!!!

Follow step by step while we take you through transactions on your terminal as well as on online web reporting guide.

Loyalty & Rewards Cards

Loyalty cards provide retailers with an extremely creative and cost effective means of attracting new customer s while strengthening ties to current customers. In a world where schedules and responsibility are somewhat overwhelming, the need for convenience is monumental. Customers demand convenience. Loyalty cards meet this requirement and then some.

Studies prove that when a customer uses a Loyalty Card to make a purchase, they, more often than not, spend more than the value of the card – as much as twice the amount. Loyalty Card Programs significantly increase sales while providing retailers an unlimited avenue of marketing possibilities.

Loyalty cards have become enormously popular in Canada and are clearly taking Retailers and Consumers by storm. With the Loyalty Card market set to grow 20% annually for the next four to five years, it is critical not to miss this opportunity. Our BNA Loyalty Card Program will open the doors to unlimited possibilities.

About BNA

BNA Smart Payment Systems offers businesses globally a secure alternative to higher cost and less flexible POS transaction automation systems. We provide credit and debit card payment terminals and transaction handling services involving all aspects of POS credit, debit and stored value card processing. As the industry approaches 2010 , BNA customers also will be equipped to make an easy and affordable transition to Chip and PIN systems.

BNA enjoys a powerful strategic alliance with Banksys of Brussels, a world recognized payment solutions provider known for innovation, security and reliability. In June 2001, BNA was appointed by Banksys to develop and certify payment software applications for North American Financial Institutions. The same year, BNA was give exclusive distribution rights for Banksys electronic payment products (terminals) in Canada and the United States.

Today, BNA has certified credit and debit payment applications with more than eight payment processors, serving industries such as General Retail, Restaurant, Entertainment and Professional Services.

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