

WFA Wine Industry Tourism Toolkit

Cellar door customer service standards

The following is an example of simple but comprehensive standards you could use to guide and assist your staff's interaction with cellar door visitors.

Principles

- We are a customer focussed organisation
- Our business relies upon our customers' satisfaction
- We are judged daily on our performance of customer service
- We must make it easy and a pleasure for our customers to do business with us
- Our service will ensure customers choose us and remember us above any other brand.

Reliability

Always do exactly what you have said you will do for a customer- if not more.

Efficiency

Make eye contact with visitors within 30 seconds of their arrival and greet them as soon as possible. Introduce yourself and use their names if appropriate. Explain the current circumstances (e.g. if you need to serve other customers at the same time) and share your attention evenly

Presentation

Good grooming and personal cleanliness are expected at all times. Presentation should be neat and appropriate and voice presentation should portray relaxed professionalism and confidence.

Professionalism

Accuracy and knowledge combined with a customer-focussed attitude will ensure you maintain professionalism whilst building customer relations.

Courtesy and tact

Always treat customers with respect and courtesy. Avoid too much familiarity and monitor their reaction to your approach. Thank them for their business and ensure they are aware you appreciate their custom. Customers don't like to be told they're wrong; be diplomatic

Flexibility and convenience

Maintain a 'can-do' attitude. Even if the request is unusual, think about how we can either satisfy their request or provide alternative options. Make it easy for them to do business with us.

Communication

Keep customers well informed about things that affect them. Let them know if there are delays and apologise if they are inconvenienced. Make sure they know you're concerned about their experience. Build a rapport without intruding and communicate with other staff to ensure messages are consistent.

Credibility

Don't promise what you can't deliver. Be sincere and make a genuine effort to fulfil the customer's expectation. Follow up and confirm satisfaction.

Understand the customer

Make an effort to 'read' the customer and their reactions. Are they relaxed and comfortable? Do they feel anxiety? Are they confused? Once you've established any uncertainty, ask questions and put them at ease.

Attentiveness

Be aware of your customer's needs and ensure they have all of the information they need to be happy. Recognise signs of dissatisfaction